



# PRINTERS' INK

Registered U. S. Patent Office

JOURNAL FOR ADVERTISERS

100 Madison Avenue, New York City

Vol. CL, No. 1

NEW YORK, JANUARY 2, 1930

10c A COPY

## ANNOUNCING N. W. AYER & SON'S DIRECTORY OF NEWSPAPERS AND PERIODICALS

Formerly American Newspaper Annual and Directory

This useful book, now in its sixty-second year, appears under a revised name, more clearly defining its contents; and in a binding modern in design and attractive in color. Each year we receive many unsolicited letters from leading business houses, publishers, librarians and others, testifying to the value of the information which this book contains. It is the key to the increasingly important publishing industry. Order now to insure prompt delivery. Mid-Year Supplement issued in July will be sent to purchasers of the book without additional charge. It is not sold separately. Further particulars on request of the publishers. N. W. Ayer & Son, incorporated, Washington Square, Philadelphia.

1930  
EDITION  
READY FOR DELIVERY  
JANUARY 1ST

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TWO EDITIONS

REGULAR EDITION  
\$15 postpaid  
THIN PAPER EDITION  
\$20 postpaid

This Thin Paper Edition is half the thickness and weight of the Regular Edition. Contents are identical.

# WHY DO THEY COME BACK?

The Federal Advertising Agency like other representative agencies now and then loses an account. But for some reason accounts which leave Federal often return voluntarily.

**BRADLEY KNITTING COMPANY**

*left Federal and returned voluntarily.*

**THOMAS A. EDISON, INC.**

*left Federal and returned voluntarily.*

**THE KNOX GELATINE COMPANY**

*left Federal and returned voluntarily.*

**THE INGERSOLL WATCH CO., INC.**

*left Federal and returned voluntarily.*

# WHY DO THEY COME BACK? ... ask them

Jan. 2, 1930

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Feb. 6  
1930.

# THEY PRINTERS' INK 17

Registered U. S. Patent Office

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OL CL

NEW YORK, JANUARY 2, 1930

No. 1

Agency  
agencies  
account  
account

n return

HOOVER program or no Hoover program, a number of advertising appropriations, representing the aggregate large sums of money, are being cut this month. This article will show how and why the cuts are being made and what they will mean to the efficiency of advertising.

Recently a hosiery manufacturer, who prides himself on the effectiveness of his exclusive dealer policy, closed with the best department store in a city not far from Chicago. The deal represented the culmination of five years of intensive sales effort.

According to the manufacturer's own admission, the final factor that won the deal was an advertising allowance. To the sophisticated leaders of PRINTERS' INK it is hardly necessary to tell what an advertising allowance is. It may be well to point out, however, that the term is one of elastic interpretation.

In this particular instance, the manufacturer was following a policy almost as old as the company itself—the policy of contributing a certain sum to a dealer's

advertising, so long as the dealer contributes a like sum. This policy, however, has been elastic, and in this particular instance elasticity is a term of rank conservatism.

Bluntly, the deal amounts to this: Each year the manufacturer promises to deduct from the department store's bills a certain sum (the sum is very definitely stated in a contract which covers a period of several years), this sum to be known as an advertising allowance. The store assumes no particular obligation to spend an equal sum or, for that matter, anything at all in pushing the manufacturer's line. According to well-

informed men in the hosiery business, the store will spend very little of its own money in pushing the line and probably very little of the manufacturer's money. In other words, the manufacturer is giving an inside discount (a practice on which he frowns publicly with deep, black frowns), or, to use a less polite but more descriptive term, is paying a mild form of commercial blackmail.

This allowance, of course, will be charged to the advertising ap-

*THERE'S something about the month of January which causes an epidemic of inward eye-turning. This applies as much to advertising as it does to matters of personal conduct.*

*During the present month, many earnest executives are going to give their close attention to the matter of advertising appropriations and 1930 advertising is going to be called upon to reach new levels of efficiency. This article presents some timely suggestions on the subject of getting more efficiency from every advertising dollar spent.*

propriation, where it will be added to larger or smaller sums of the same character.

There is a pleasant little sidelight on this story which is worth a note. Before the deal was closed, the store promised to close out an advertised line which it has carried for a decade. Obviously this should be the occasion for much wailing on the part of the advertiser whose line is being closed out. As a matter of fact, he probably enjoyed his Christmas dinner with a little extra gusto.

What has actually happened is that his line hasn't been thrown out. On the contrary, he expects to more than double his volume with this particular store next year, because he has closed a deal to furnish the store with unbranded hosiery which the store will sell under its own name. An examination of the store's sales records will show that quite a bit more than 60 per cent of its hosiery business is done on its own line.

Just the other day something took place which, to a manufacturer in the cosmetics field, will sound like old stuff. The maker of a well-advertised line of cosmetics has been paying a girl in a leading department store \$40 a week to act as a demonstrator. She is of that class of demonstrator known as hidden because she carries no badge saying that she is hired by the advertiser nor does she mention this fact to customers. To all intents and purposes she is working for the store, which really pays her nothing.

In a moment of Christmas exuberance, induced by liberal consumption of certain liquids with a higher alcoholic content than those which she sells across the counter, she boasted that her income was considerably more than forty per week. A sympathetic friend, who also happens to be a friend of the advertiser, inquired how come. In reply, the girl bragged that in addition to the \$40 which she received from the advertiser, she was also getting good cash money from two other makers of cosmetics who were giving her a percentage on all the sales of their goods she made.

The sequel to this story has not been written but if it works out as so many sequels have, this girl who has been fired by her recent employer, will have no trouble getting another connection, probably at more than \$40 per week, since many demonstrators in the big stores do get more. As soon as she gets nicely established she will resume her relations with the percentage men and will maintain them until she gets caught again, which eventuality, in the light of her one unfortunate experience, is improbable.

By way of footnote I may add that her salary has been included in the advertising appropriation.

Some years ago a manufacturer in a certain industry established a sales school in New York. To it were invited the employees of certain stores which handled this manufacturer's line. They spent several weeks in New York, part of their expenses being paid by the manufacturer, in order to learn how better to sell his product.

This manufacturer, all unwittingly, was forming that first tiny nucleus of snow which, when rolled down the hill, would become a large and unsightly snowball. A competitor, seeing the merits of the idea, adapted it to his own needs, improving on it by paying all expenses. A second competitor studied these plans and wondered why the benefits should be confined only to sales girls. Why not let the buyers have a cut-in?

Today, the sales schools have been forgotten and the idea has proved merely an excellent method of giving buyers a profitable trip to New York. A number of them get all their expenses paid by the manufacturers, and expenses include plenty of things besides transportation, food and lodging. The more scrupulous tell their bosses. The less scrupulous turn in expense accounts just as though their expenses were not already paid.

The first sales school was charged to advertising expense. There has been no change in the accounting since, although there has been a great change in the nature of the schools. In fact, the



**Research by scholars in economics**

**and the machinery of industry • Art by creative people who know what visualization will move the human soul • Copy by men and women who are in tune with humanity and whose writing is believed •**



THE H. K.

**McCann**

COMPANY • ADVERTISING

NEW YORK • CHICAGO • CLEVELAND  
SAN FRANCISCO • LOS ANGELES  
SEATTLE • DENVER • MONTREAL • TORONTO • LONDON • PARIS • FRANKFORT, o. M.

schools are almost non-existent because no one would be presumptuous enough to suggest that buyers go to school.

The three stories just related are glaring examples of how some manufacturers cut their advertising appropriations, not according to the definition of the accountant but rather according to the definition of the thriving entrepreneur who purchases good liquor abroad and then, by adding harmless ingredients, "cuts" it for local consumption.

There is little question that January, 1930, is going to witness a closer scrutiny of advertising appropriations. Boards of directors are going to ask more for the advertising dollar and in some cases will suggest that actual cuts be made in the amounts appropriated to advertising. No one now believes that we are in for a serious depression. Almost everybody, I think, believes that business is going to demand more for its money.

Therefore I suggest that every board of directors and every executive who has anything to say about advertising appropriations give the three stories careful attention. They represent, perhaps in exaggerated form, certain symptoms which are present in almost every business. These symptoms are more dangerous and more prevalent in certain industries than in others but there are few industries in which advertising appropriations are not being cut every day by the application of sums of money to the furtherance of wasteful trade practices.

First of all, let's dispose of some of the more common abuses of the appropriation, some of the charges made against it which by no conceivable system of accounting can be justified. A list will suffice. Here it is, and it is by no means inclusive:

Free goods, picnic and bazaar programs, charitable donations (including the religious and the fraternal), cartons, labels, instruction sheets, packages, press agency, stationery used outside the advertising department, price lists, salesmen's calling cards, motion pictures for sales only, house-organs for factory or salesmen, bonuses to the trade,

special rebates, membership in trade associations, entertaining of customers, annual reports, showrooms, demonstration stores, sales convention expenses, salesmen's samples, welfare activity among employees, sales schools, recreational activities such as baseball teams, etc.

Then there are certain borderline charges which frequently don't belong in the account devoted to the appropriation. Here they are:

Samples, demonstrations, fairs, canvassing, rent, light, heat, depreciation of advertising equipment, advertising automobiles, premiums, membership in associations or other organizations devoted to advertising, testing bureaus, advertising portfolios for salesmen, contributions to special trade association funds.

It is so easy, when the question arises as to where a certain charge shall be allocated, to say, "Charge it to advertising." It is so easy thus to nourish an utter lack of comprehension of what advertising is and what it does.

One interesting development of recent years has been the eager search of advertisers for substitutes for advertising. "Let's cut out advertising and spend all our money on demonstrations," sounds like an excellent idea, and the expense is usually charged to advertising. Unhappily, no one has yet found a really effective substitute for advertising and indications are that it will be some time before anything of the kind is discovered.

Most of the items in the two lists are pretty easy to ferret out and it is not difficult to show why they should not be charged to the appropriation. There are other charges which, although they are obviously symptoms of desperate selling, are easier to justify.

No one would think of charging an extra discount to advertising. Call the extra discount, "advertising allowance," and then there seems no place else to get the money from except from the advertising reservoir.

A 10 per cent spiff to clerks in retail stores isn't an advertising charge. Call it "sales promotion expense" and see how easy it is to slip it into the advertising account.

A school for dealers' clerks is, quite obviously, sales effort. Call

Thorough Trading Area Coverage Through One Newspaper!

# Milwaukee Spending More Than Average!

DEBITS to individual accounts reported by the leading clearing house cities in the Seventh Federal Reserve District for the four weeks' period ending December 18, showed a decrease of \$427,338,000 or 6.2% compared with the corresponding period of last year. But Milwaukee banks reported an increase of \$11,557,000 or 4% for the same period!

Here again is concrete evidence of the exceptional stability, steady growth and prosperous conditions which insure increasing returns for advertising dollars spent in Milwaukee. And returns per dollar are further increased here by one paper coverage of more than four out of five homes. Sell Milwaukee in 1930!

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

418 National Accounts Used The Journal Exclusively Last Year!

it "dealer help work" and it becomes an advertising charge.

Free goods have a foolish appearance when included in the appropriation. Call them "window display expense, miscellaneous," and where can they be put if not into the advertising account?

Thus it goes, right down through the list of those questionable charges which help to fritter away the advertising appropriation and which, in so many cases, are vicious trade practices fostered by the evil philosophy, "If the other fellow does it, I have to do it myself." Follow these trade practices to your heart's content. It is foolish, as experience in many industries has proved, but perhaps you don't see this. Don't, however, include such expense in the advertising appropriation.

Advertising has certain tasks to perform and these tasks are very well defined. Spend \$100,000 for advertising within its defined limits and you get \$100,000 worth of advertising. Spend \$75,000 for advertising, fritter away \$25,000 on practices quite outside the field of advertising, and you will get \$75,000 worth of advertising out of an appropriation of \$100,000. That is one way to cut the advertising appropriation—a foolish, wasteful way.

### J. S. Murphy with Buckley, Dement & Company

J. Sherwin Murphy, for the last six years advertising manager of J. W. Allen & Company, Chicago, has joined Buckley, Dement & Company, Chicago, sales counsellors and producers of direct-mail advertising. As a member of the merchandising staff, Mr. Murphy will specialize on industrial accounts.

### Whiting-Adams Account to Badger & Browning

The Whiting-Adams Company, Boston, brushes, has appointed Badger & Browning, Inc., advertising agency of that city, to direct its advertising account.

### Now "Knitted Outerwear Age"

*Sweater News & Knitted Outerwear*, New York, has changed its name to *Knitted Outerwear Age*. The new name has been adopted in order to be more representative of the field this publication covers.

### Lord & Thomas and Logan Pacific Coast Appointments

Duane D. Jones has been appointed manager of the Los Angeles office of Lord & Thomas and Logan, a newly created position. K. C. Ingram has been made manager of the company's San Francisco office, succeeding Dwight W. Jennings, who has recently been sent to Europe to take charge of Lord & Thomas and Logan interests there. Don Francisco continues as general manager of the Pacific Coast offices.

Mr. Jones has been with the Los Angeles office since 1923, first as space buyer and later as account executive. Mr. Ingram has been with the Southern Pacific Company for nine years first as assistant manager of development and later as advertising manager.

### Now Richardson, Alley and Richards Company

Barrows, Richardson, Alley and Richards Company, New York advertising agency, has changed its name to Richardson, Alley and Richards Company. With the change in name, Robert L. Barrows, one of the partners in the company for the last thirteen years, retires. The partners in Richardson, Alley and Richards Company are W. M. Richardson, Ernest V. Alley, Milton Towne, Courtland N. Smith and H. L. Whittemore. Mr. Alley will continue in charge of the Boston office of the agency.

### Michaels & Heath and United Agencies Consolidate

The United Advertising Agency, Inc., and Michaels & Heath, Inc., New York advertising agencies, have consolidated under the name United Advertising Agency, Inc.

Officers and directors of the consolidation will include Leonard Dreyfuss, B. M. Nussbaum and N. C. Wildman, of the former United agency, and Harry C. Michaels, Horton H. Heath and F. G. Mettee, of Michaels & Heath.

### Cocomalt Account to Ruthrauff & Ryan

The R. B. Davis Company, Hoboken, N. J., has appointed the New York office of Ruthrauff & Ryan, Inc., advertising agency, to direct the advertising of Cocomalt.

### "La Patrie" Appoints Lorenzen & Thompson

*La Patrie*, Montreal, has appointed Lorenzen & Thompson, Inc., publishers' representative, as its advertising representative in the United States.

### To Represent Enid, Okla. "News" and "Eagle"

The E. Katz Special Advertising Agency, publishers' representative, has been appointed advertising representative of the *Enid, Okla., News and Eagle*.

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*New England's Second Largest Market*

## Rhode Island Savings Increase

For the year ending June 30, 1929, Savings accounts in Rhode Island banks (exclusive of national banks) amounted to \$333,679,393.00 an increase of \$8,461,876.00 over the previous year.

The number of depositors also increased to a total of 390,920.

The average account to each depositor amounted to \$853.00.

The average savings per capita in the State amounted to \$491.00.

## The Providence Journal and

## The Evening Bulletin

with a net paid circulation of 125,658 offer advertisers adequate coverage of this compact and profitable market at a minimum cost.

# PROVIDENCE JOURNAL COMPANY PROVIDENCE, R. I.

#### REPRESENTATIVES

CHAS. H. EDDY COMPANY	R. J. BIDWELL COMPANY				
Boston	New York	Chicago	Los Angeles	San Francisco	Seattle

# And Now Another Advertising Battle Begins

P. Lorillard to Challenge Statements of American Cigar on "Spit"

ONE cigar manufacturer has provided an answer to those who questioned what the cigar industry would do about the use of "spit" copy by the American Cigar Company in its Cremo campaign. P. Lorillard & Company, in a forthcoming campaign on its Rocky Ford cigar, will point out to the public that cigars, made by the larger companies, have been made mechanically for many years and, furthermore, that fifteen years ago a law was passed reading in part as follows: "No person engaged in . . . manufacturing cigars . . . shall at any time moisten with saliva, directly or indirectly . . . any such cigar . . . or any such tobacco." With these two appeals to base its campaign on, P. Lorillard & Company will seek to tell the public what it considers the truth about the cigar industry.

Full pages will be used semi-monthly and monthly in magazines, with display copy weekly in forty-five newspapers in thirty-five larger cities. The campaign, which will start in January, will run only until the Lorillard company is convinced that it has made its arguments clear to the public, as the object of the campaign is to make a sharp attack on the spit idea rather than a prolonged drive.

The first advertisement to appear will treat the subject of the use

of spit in making cigars as follows:

DON'T LET THE BOGEY MAN BOTHER YOU MR. CIGAR SMOKER

We haven't any patience with the insidious propaganda about "spit-tipped" cigars. Nor need you have. . . . All modern, popular

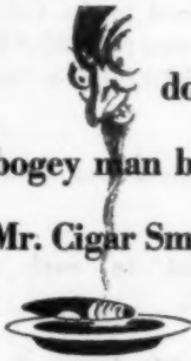
priced cigars—like modern cigarettes—are made by scientific machinery, in clean and sanitary factories.

. . . The old way of sealing cigars by human saliva has not been used by reputable cigar manufacturers for twenty years.

. . . So you may choose any one of many good 5c. cigars and get a clean, pure smoke. . . . But may we suggest that you try ROCKY FORD? It's a mighty good cigar.

don't let the  
bogey man bother you

Mr. Cigar Smoker



We haven't any patience with the insidious propaganda about "spit-tipped" cigars. Nor need you have. . . . All modern, popular-priced cigars—like modern cigarettes—are made by scientific machinery, in clean and sanitary factories. . . . The old way of sealing cigars by human saliva has not been used by reputable cigar manufacturers for twenty years. . . . So you may choose any one of many good 5c. cigars and get a clean, pure smoke. . . . But may we suggest that you try ROCKY FORD? It's a mighty good cigar.

Rocky Ford

the better

5¢  
cigar



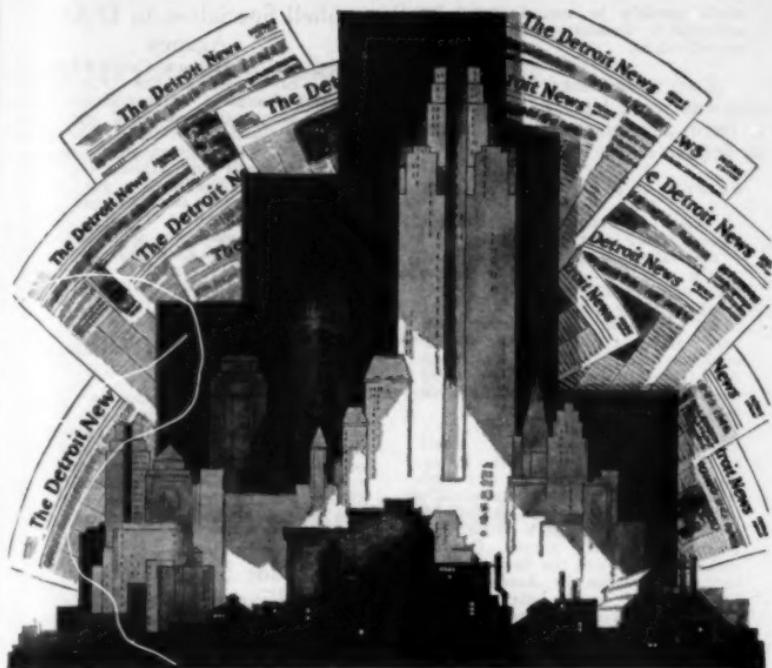
5¢ cigar  
WHEN IT'S NOT THE STUFF . . . A SICKLE'S CIGAR  
One of the Newspaper Advertisements  
in Which the Spit Propaganda Is  
Challenged

Disappeared Long Ago," the following copy is run:

Propaganda against tandem-bicycles, bustles, or mustache-cups would be laughed out of existence.

And it's just as senseless to cry "wolf" over "spit-tipped" cigars . . . that particular wolf was dead and buried long ago.

Today, every reputable manufacturer of a popular priced cigar uses the utmost precautions to safeguard purity and cleanliness. To suggest that any cigar, selling in hundreds of thousands each month



# Detroit's Fastest Growing Financial Medium

**In 1929 The News' Increase in Financial  
Advertising Was Greater Than Both  
Other Detroit Papers Combined!**

ALTHOUGH all Detroit newspapers during 1929 showed an increase in financial advertising, the significant fact is that The News' increase was greater than that of the two other Detroit newspapers together. Recognition of its outstanding home coverage and superior financial service to its readers is mainly responsible for this achievement. The Detroit News maintains its own ticker service and is the only Detroit newspaper able to give its readers closing quotations 20 minutes after the ticker stops!

# The Detroit News

# THE HOME NEWSPAPER

*New York Office*  
**I. A. Klein, 50 E. 42nd St.**

*Chicago Office:*  
J. E. Lutz, 180 N. Michigan

could possibly be manufactured by antiquated, unsanitary hand-methods is ridiculous.

Two weeks later, in magazines, and one week later in newspapers, a third advertisement will appear as follows:

**SNUFFED OUT BY LAW 15 YEARS AGO**

—and discarded by reputable cigar makers years before that!

The saliva-sealed cigar is a ghost of the past . . . gone up in smoke long ago. Don't let selfish propagandists scare you!

All reputable cigar-makers have long since replaced hand-and-lip methods with sanitary machines. And Old Man Law himself clamped the lid on the rest with this iron-clad code:

"No person engaged in . . . shall at any time moisten with saliva, directly or indirectly . . . any such cigar . . . or any such tobacco."

So forget all false alarms on "sanitation" and pick your 5c. smoke on quality alone. Quality makes Rocky Ford the fastest growing nickel smoke in America. Its body is the finest long domestic filler. Its wrapper is pure Sumatra. It is a mild, mellow smoke.

It will pay you to try Rocky Ford . . . it's a mighty good cigar.

The first advertisement contains an illustration of a bogey man which is made from the smoke of a cigar. The third advertisement shows a saliva-sealed cigar being snuffed out by a snuffer, while in both advertisements appears a replica of a Rocky Ford cigar with the protective foil covering exposed to show how sanitarily it is rolled and packed.

In each case, the name Rocky Ford is featured prominently in the body of the advertisement and followed by selling copy for the brand.

The campaign is being brought to the attention of dealers through having thousands of copies of the first advertisement distributed by the company.

**Niagara Falls Plans Midwinter Campaign**

The Niagara Falls, N. Y., Chamber of Commerce has planned a midwinter advertising campaign featuring the merits of that city as a cold season tourist center. A fund of \$5,000 is being raised to carry on the campaign. Eastern newspapers will be used.

**Shell Specialties to D'Arcy Agency**

The Shell Petroleum Corporation, St. Louis, has appointed the D'Arcy Advertising Company, of that city, to handle the advertising of Shell specialties, beginning January 5. Shell specialties consist of Shell lighter fluid, spot remover, Kleanzit and Handy Oil. The advertising of Shellane, a gas service for homes beyond the city gas mains will also be handled by the D'Arcy agency, which has been placing the advertising of Shell gasolines, motor oils and industrial lubricants. An insecticide will also shortly be added to the line of Shell products.

**Ayer's Directory Changes Name**

The "American Newspaper Annual and Directory," published by N. W. Ayer & Son, Inc., has been changed to the "Directory of Newspapers and Periodicals." The new name has been adopted to define the contents of the directory more clearly. The 1930 edition of the directory is now ready for distribution.

**Made Sales Manager, William R. Noe & Sons**

Robert C. Hill, for nearly fifteen years in the electrical industry, has been appointed sales manager of William R. Noe & Sons, New York, manufacturers and importers of portable electric lamps and accessories.

**Hoyt Agency Opens Hartford Office**

The Charles W. Hoyt Company, Inc., New York advertising agency, has opened an office at Hartford, Conn. Frank A. Whipple, vice-president and New England manager of the company, will be in charge of the new office.

**Automotive Account to J. Jay Fuller**

The Visco-meter Corporation, Buffalo, N. Y., manufacturer of automotive accessories, has appointed the J. Jay Fuller Advertising Agency, Inc., of that city, to direct its advertising account.

**Spur Tie Account to Richardson, Alley and Richards**

Hewes & Potter, Inc., Boston, manufacturer of Spur Ties, Bull Dog suspenders and garters and belts, has placed its advertising account with the Boston office of Richardson, Alley and Richards Company.

**Halifax Papers Appoint E. R. Humphreys**

E. R. Humphreys, formerly with the Toronto *Globe*, has been appointed director of advertising of the Halifax, N. S., *Chronicle and Star*.

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the orderly procedure of holi-  
day celebration proceedings—

## The Florida Times-Union

would like to express greetings,  
thanks, and many happy re-  
turns of the good-will-to-men  
season to—

## St. Louis Globe-Democrat

—for its co-operation in exploiting an important idea. It advertises "49th Staters will soon say farewell to winter . . . preparing to depart for the warmer climes—places where summer lingers on," adding that The Globe-Democrat is the newspaper they "turn to naturally for help in planning their vacations."

Yes, from the "49th State" and from all the other states—coming to Florida—more than a million, arriving at a rate of 4,000 to 6,000 daily—to live "where summer lingers on"—to buy what is advertised in—

## The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by  
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

# A Reputation Must be Earned

but a good product can speed the achievement of a good name by the nature and media of its advertising. In Midweek the quality merchandiser meets his market in the company of his kind—surrounds his wares with the air of smart distinction that Midweek itself has always deserved and long since achieved.

" " "  
*When may a Daily News Representative  
bring you the rest of the story?*

## THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

# Editorial Excellence

*What?*

A quality "magazine" section with 450,000 circulation in the Chicago market?

*Exactly!*

For Midweek "Quality" is not the high-hat handful—the yacht and polo few—but the wide, responsive, able-to-buy, willing-to-buy field of The Daily News' own circulation concentrated in the major market of the West. The rate is surprisingly reasonable, too.

#### ADVERTISING REPRESENTATIVES:

##### NEW YORK

J. B. Woodward  
110 E. 42d Street

##### DETROIT

Joseph R. Scolaro  
3-241 General Motors Bldg.

##### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker 1st Nat. Bank Bldg.

##### ATLANTA

A. D. Grant

*Member of The 100,000 Group of American Cities*

Jan. 2, 1930

*this paper is READ~*



**by the FARMER who  
RAISES HOGS,**

**54% of Oklahoma's farmers were raising hogs in 1924,  
according to the 1925 agricultural census.**

**A recent survey by The Oklahoma Farmer-Stockman  
shows that 79% of its readers have hogs on their farms.**

**For years The Oklahoma Farmer-Stockman has been  
the guide to better hog raising. As early as 1914 work  
was started by The Oklahoma Farmer-Stockman  
toward the eradication of hog cholera in the state.  
As a result, a bill governing the use of hog cholera  
serum and virus passed in the Oklahoma legislature  
in 1916, resulting in an 80% decrease in hog cholera  
losses within two years.**

**191,661 ABC CIRCULATION**

**The OKLAHOMA  
FARMER-STOCKMAN**

**THE OKLAHOMA PUBLISHING COMPANY**

**The DAILY OKLAHOMAN-WKY-OKLAHOMA CITY TIMES**

**National Representatives: E. Katz Special Advertising Agency**

# How to Harness the Advertising Allowance

Since It Seemingly Must Be Given, This Manufacturer Finds a Way to Make It Work

By G. A. Nichols

THERE is probably not an advertiser or an advertising agent in the country having dealings with chain stores or co-operatives who would not be a happier man if there were no such thing as an advertising allowance. All would like to say "no" to this and mean it.

Agents as a rule do say "no" when advising their clients on the subject; nevertheless the custom persists because of the feeling on the part of the chains and certain large independent operators that their local prestige is fully equal to, or even greater than, the advertiser's prestige and that therefore if he wants to use their selling organizations he ought to be willing to pay a reasonable premium for so doing.

Why, then, try to whip the allowance, the assignment, the allotment, the concession, or whatever it may be called? It can be harnessed and made to pull a good part of the advertising load, as has been proved by the experiences of the Minnesota Valley Canning Company of Le Sueur, Minn. This company has found that the allowance, whether it be regarded as a nuisance or not, can be turned into a constructive selling force. In fact, it has taken the allowance plan and applied it in such a way as to make it bear substantially the whole burden of the Minnesota Valley local newspaper advertising pro-

gram running well up into the tens of thousands. It has worked so well, indeed, that Ward H. Patton, sales and advertising director of the company, tells me he is by no means sure that it is not rather a good thing after all.

The bulk of the Minnesota Valley Canning Company's business is done in two nationally advertised

lines, namely, Del Maiz corn and Green Giant peas. These are famous brands which, as the climax of twenty-five years' manufacturing and merchandising growth, have been elevated to an exceptionally high standard of quality and have gained a growing place in the buying consciousness of the public. The brands, on account of their quality and salability, looked good to the chains and co-operatives.

Consequently, the company had to make a momentous decision—the same decision that has to be made by every manufacturer who gets very far in distributing through these channels. The question that had to be decided was: Is the chain-store outlet important enough to justify the company in going along with the chains, bearing in mind their desire for concessions of the kind we are discussing here?

Only a glance was needed to demonstrate, in a general way, the extreme desirability of the chain-store outlet. During 1927, for example, the twelve leading grocery

*THE advertising allowance is referred to in the leading article in this issue as an example of an evil practice. Nevertheless, it must be admitted that advertising allowances do thrive. Here is a company which felt that, even though the advertising allowance is an evil, it might be turned to some good account. It developed a plan which appears to be unique. The system has been in operation long enough to permit the company to say that its advertising allowance is no longer the source of waste it formerly was.*

chains of the country, comprising 29,230 stores, had a total sales volume of \$1,297,424,440—an average of \$50,962 per store. The company had, too, the experiences of other national advertisers who, after having consistently opposed chain-store selling for years, finally underwent a change of heart—to the consequent enlargement of their net profits. One breakfast food manufacturer would not sell the chains at all up to five years ago; now its outlet through that source is from 25 to 30 per cent of its producing capacity. One of the country's largest meat packing and provision houses markets up to 35 per cent of its goods through the grocery chains. So does an Eastern producer of widely advertised canned goods and packaged food products.

Leaving out a lot of intermediate details, it is sufficient to say that the Minnesota Valley Canning Company today has a large and profitable chain outlet. The chain part of its market for Del Maiz Corn is concentrated largely with six leading retail grocery organizations. Its customers include many of the smaller chains also. Its greatest number of customers is, of course, among the independent dealers—the latter being served through jobbers.

Necessarily and inevitably, the company had to tackle the allowance or assignment proposition. In other words, the chains asked it for an extra discount which presumably was to be used to pay the cost of advertising Del Maiz corn locally. This sort of thing, for want of a better name, is what is known in the trade generally as a "subterranean discount." The chain-store buyer, after agreeing with the manufacturer upon the price he shall pay, usually asks for a certain percentage off the case, dozen or gross price as an advertising allowance. Then in some instances—particularly in the drug trade—he may try to get still another discount for P. M. commissions to his salespeople.

These allowances are usually relatively large or small in proportion to the salability which the

manufacturer has established for his goods. But if the buyer is in a stronger position than the producer, and if he is a good bargainer, he is often able to use the advertising allowance and P. M. argument so effectively that he owns his goods at a cost somewhat lower than that paid even by the jobber. Here, as the trade well knows, is the real source of whatever superior buying advantages some chains may have over the individual operator. And the basic weakness of the scheme is that the manufacturer often has no means of knowing whether he is getting the extra advertising and store sales push for which he is paying. A chain may throw the entire discount into its general advertising fund with no specific or exclusive benefit to the goods which have paid it; or, again, it may use all or part of the discount to enable it to sell the goods at a cut price and still gain its usual percentage of net profit.

#### *Getting Money's Worth for the Allowance*

The Minnesota Valley Canning Company did the best it could for a time under this system and then, characteristically, it set out to construct a clean-cut system whereby assignments could be administered on a straightaway business basis that could be talked about openly; where all retail Del Maiz distributors would be on the same footing; where the size and extent of the individual assignment would no longer be decided by an approach to horse trading tactics.

For a number of years previous to 1929, the company had devoted its advertising appropriation to local newspaper advertising and co-operative advertising. In some territories it used only local newspaper advertising; in others only co-operative advertising, and in still other territories it used both kinds. It then made a comparison of the local advertising with the increase in volume of sales under these three classifications and found that where the chain or co-operative used the appropriation effectively, the selling cost per dol-

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lar of advertising was lower than when the company used its own local display.

Another investigation was then made to find out what proportion of the sales cost could profitably be devoted to such local advertising. It analyzed retail advertising appropriations in similar lines and found that in groceries the advertising appropriation usually runs from 1 per cent to 3 per cent. After interviewing manufacturers and chain store managers it also found that advertising allowances usually parallel these same percentages, seldom exceeding 5 per cent. Typical figures covering four different commodities show the extent of assignments in general:

\$3.70 a case—15c. for advertising
4.5%
4.00 a case—10c. for advertising
2.5%
4.60 a case—10c. for advertising
2.1%
6.00 a case—25c. for advertising
4.1%

Feeling that it would be unprofitable to do its own local display advertising and make advertising allowance also in the same territory, the company then decided to put the entire responsibility of its own local advertising in the hands of its customers in all markets where these customers, either a chain or a co-operative, were using local advertising and in a position properly to administer an allowance for that market. This really meant not an allowance, but a definite local advertising appropriation and a definite local advertising campaign to be handled either through the buyers' organization or through the company's own local display. It meant studying each market to determine how much Del Maiz corn could be profitably sold in that market and the amount of local advertising needed. It meant that if the chain or co-operative did not take the advertising allowance seriously after it had been arranged for, the company would be without any local advertising in that particular territory. It also, of course, meant that the company must insist with the utmost emphasis that the al-

lowance be used for advertising and used intelligently. The system that was worked out requires the money be so used or it is not given—in fact, the buyer is obliged to expend it for this purpose before he is paid.

And here is how the system operates:

Each buyer with whom the company contacts is given figures showing to what extent its national advertising covers not only his principal city, but all secondary cities and towns in his trading area where a definite local campaign is agreed upon. This agreement takes in considerably more than merely spending the company's money for advertising. The buyer is informed of the dates on which the national advertising will appear during the year, and he must promise to display and feature Del Maiz at those times. A certain number of major pushes a year is a part of the agreement.

Two weeks before each national advertisement is scheduled to appear, the distributor gets a personal letter from the company's advertising agent enclosing a proof of the advertisement and reminding him of his agreement. The letter reviews the manufacturer's policies and procedure and asks the buyer to write describing his plans to push Del Maiz during the week specified. This affords an opportunity for periodical checkups on local advertising in territories where assignments have been made.

The reactions from this letter open the way for the making of constructive suggestions in an altogether unobtrusive way. These suggestions take in points such as definite ways of hooking up the local advertising with the national effort so as to get the most timely effect. Or the buyer may be given thoughts about ironing out the seasons in canned corn, such as the plan used by a store manager in Chicago who, when corn and peas move slowly in the summer, displays them with green vegetables.

After the buyer has done his advertising, he sends to the advertising agent of the company tear

sheets, or samples of the direct-mail pieces, together with a bill for the amount he paid. The Del Maiz message usually is a part of his newspaper advertisement featuring other items as well. In this case, he bills the advertising agency only for the Del Maiz part of the advertisement.

In the manner in which the company reimburses the customer for his advertising outlay is to be seen one of the vital features of the whole operating plan. The invoices are not sent to the company but directly to the advertising agent—a nominally disinterested party—and the agency sends its own checks in payment. The company does not figure in this part of the transaction at all, and the benefits of its apparent aloofness are obvious.

This relationship with the agency will be recognized by manufacturers as being one of the outstanding features of the Del Maiz plan and as removing any number of complications from the constructive use of assignments. In an article in the January 12, 1928, issue of *PRINTERS' INK*, Ernest I. Mitchell, a Chicago advertising agent, discussed the benefits he thought could be gained from a practical alliance of producer and chain-store advertising. He wished that some method of giving the advertising agent a commission on this sort of business could be devised; then the agent could afford to develop the thing as it should be.

The Minnesota Valley Canning Company does give such a commission. After the advertising agent has paid the invoices for local advertising as above described, he bills the company, at intervals, for his outlay and adds to this a service charge representing 15 per cent of the gross figure. On account of the great amount of detail and work involved, I doubt if the agency makes a penny profit out of the service fee, but perhaps it does. Anyway, the agency and the client have a definite understanding as to just what is going to be done, and the whole machine moves along smoothly.

The strong point in the agency's

administration of each assignment just as if it were its own is that it is able to see that the entire assignment is not only used, but used properly. Here is a typical operating case, in which actual figures are given:

A co-operative system in a certain city had purchased a sufficient number of cases of Del Maiz corn shipped September 1, 1929, to become entitled to an allowance of \$450 for advertising. On October 11, making the first use of its privileges for the fiscal year which will extend over into 1930, it sent in an invoice for \$51.44 covering the cost of eight inches of display space which appeared on September 13 in three local newspapers. With the invoice came tear sheets from the newspapers. The agency, after checking up the rate, space and position sent the advertiser a check for \$51.44, along with a statement showing him that he still had \$398.56 to spend for Del Maiz publicity during the year. The advertiser knows that the only way he can get this \$398.56 is to do advertising, show that he has done it and satisfy the agency that it was done right. He knows also that he is a partner in the local market spending the manufacturer's money and best serves himself by tying in and taking advantage of his opportunities.

Keeping the records in this way the agency has data through which it can caution the buyer's management if the assignment is being spent too rapidly or steam it up a bit if not enough is being spent. On the one hand, the buyer is reminded that he has a certain number of other "pushes" to make during the year and that he had better budget his plans accordingly; on the other, he is reminded of the unexpended balance and advised to make full use of it. In either case, a most valuable contact is formed to the general end that the greatest possible good may come from the assignment—good to the company and the local advertiser.

The agency makes it a point always constructively to criticize the advertisements at the time it sends its check in payment. It is ready

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## The Indianapolis News

enters 1930

with the

**Greatest Circulation**

in its

60-year history—



*The*  
**INDIANAPOLIS NEWS**

sells *The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York

DAN A. CARROLL  
110 East 42nd St.

Chicago:

J. E. LUTZ  
Lake Michigan Bldg.

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Jan. 2, 1930

... and now for

1930!

The passing of 1929 brings to a close a banner year in the history of the New York Evening Journal. During the first eleven months the Evening Journal gained 480,000 lines over a corresponding period in 1928 . . . Local Display Advertising gained 290,000 lines . . . National Advertising gained 176,000 lines. Substantial gains were made in 21 important classifications. < < < < <

These gains in the Evening

Journal reflect the prosperity of the New York Market, especially for those advertisers who concentrate the bulk of their advertising lineage in the Evening Journal. ◀◀◀◀◀

With each succeeding year comes greater evidence that the New York Evening Journal is "the most powerful sales weapon" in the richest and most highly concentrated sales area in the United States. ◀◀

And now for 1930! ◀◀◀◀◀

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# NEW YORK EVENING JOURNAL

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REPRESENTED NATIONALLY BY THE  
RODNEY E. BOONE ORGANIZATION

In your 1930  
schedules for Detroit  
do not fail  
to incorporate  
both evening newspapers.  
You cannot  
competently cover  
the market with either  
one alone  
and The Detroit Times  
will deliver  
the "Newer Half"  
— young, eager,  
confident  
people who  
look to 1930 for  
added opportunity.

**"THE TREND IS TO THE TIMES"**

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to help the local advertiser in almost any way he desires. In effect, it functions as the distributor's agency so far as the local advertising of Del Maiz corn is concerned.

It will be observed that the Minnesota Valley Canning Company, in its administration of the assignment, treats everybody alike. The only advantage the larger purchaser has over the smaller one is that he is able to do more advertising. But, regardless of the quantity he buys, the only way he can get the co-operation is to do advertising. He pays for his merchandise just as if there were no such thing as an advertising assignment.

The trade likes the idea. As the distributors become more and more advertisingly alive they do not need to be argued with to be made to understand the value of using good newspaper advertising in alliance with the company's national program. This impresses them as being vastly better merchandising than getting an under-cover discount of some kind and then devoting it either to getting a longer profit or cutting the selling price below the reach of competition.

### Will Also Handle Tangee Advertising in Canada

Hanff-Metzger, Inc., New York advertising agency, which has been handling the domestic advertising account of The George W. Luft Company, Inc., Long Island City, N. Y., maker of Tangee Beauty Products, will also place Tangee advertising in Canada on and after January 15.

### D. H. Bookwalter Joins Fuller & Smith

D. H. Bookwalter, for the last three years engaged in sales promotion and market analysis work with the development department The American Rolling Mill Company, of Middletown, Ohio, has joined the staff of Fuller & Smith, Cleveland advertising agency.

### J. H. Schreiffer Joins "Chain Store Age"

John H. Schreiffer, formerly with the American Druggists' Syndicate, has joined the Chicago office of the *Chain Store Age*, New York. He will specialize on the druggist edition of that publication.

### J. Walter Thompson Opens New Foreign Offices

New foreign offices have been opened at Bombay, India, Sydney, Australia, and Montreal by the J. Walter Thompson Company, bringing the total to fifteen in as many countries. The Bombay office is in charge of Frank R. J. Gerard, formerly of the agency's New York headquarters. Robert Flood is manager of the Montreal office. He was formerly for three years assistant to the vice-president and general manager of the Stauffer Chemical Company and for two years chief of copy and account executive of the Rein Company.

Arthur E. Hobbs is in charge of the Sydney office. Associated with him are Stanley Holt and A. M. Rosa, formerly of New York headquarters. Frazia Childdrey will leave New York early this month to become art director of the branch. Edwin G. Rutt, formerly with the New York copy department and recently with Frank Seaman, Inc., has returned to the J. Walter Thompson Company and will be associated with the Australian office. Mrs. Rutt, at present with the women's copy group at New York, is also joining the Sydney staff.

### Howland and Oliphant Agencies Merge

The H. S. Howland Advertising Agency and the C. J. Oliphant Advertising Agency, both of New York, have combined their organizations under the firm name of Howland, Oliphant & McIntyre, Inc.

The following officers have been appointed: O. E. McIntyre and Edward H. Acree, formerly president and vice-president, respectively, of the Howland agency, have been elected to the same offices in the new firm. C. J. Oliphant, former president of the Oliphant agency, is secretary and treasurer of the merged organizations. H. S. Howland is chairman of the board.

Harry E. Wade, Nicholas Brooks, M. P. Taylor and F. L. Roberts are account executives. Hugh M. Smith is copy chief, Frank E. Lyon, art director, and William Busse, production manager.

The Howland agency was established in 1898 and the Oliphant agency in 1916.

### W. B. Parsons Joins Frederic Blank

Willis B. Parsons, for the last seven years with James F. Newcomb & Company, Inc., New York, has been appointed advertising manager of Frederic Blank & Company, of that city, distributors of Salobra and Tekko wall coverings.

### E. J. Grady with Mullins Corporation

Edward J. Grady, formerly with the Johnson Motor Company, Waukegan, Ill., Sea Horse outboard motors, has joined the Mullins Manufacturing Corporation, Salem, Ohio, as manager of field sales of the boat division.

# Uneeda Boy to Do His Bit for 1930 Sales

Trade Character to Be Advertising Spokesman for Whole Line

By Bernard A. Grimes

If advertising trade characters were to assemble in conference to discuss ways of stimulating sales in 1930, one of the most important contributions would be made by the Uneeda boy. He is well known in trade character circles, and his prestige is going to be greatly increased during the New Year.

He has been employed by the National Biscuit Company for the last thirty-five years but his activities have been concentrated on Uneeda Biscuits. Even here he has not been doing a full-time job.

When the National Biscuit Company passed upon advertising plans for 1930, it adopted the recommendation that the Uneeda boy be employed on a man-sized job. It was agreed that he was well qualified, both by personality and by previous experience, to take up the burden of talking the entire National Biscuit line of products. To help him, he has the support of an advertising appropriation that is larger than was provided in 1929.

He will have the center of the stage as the spokesman linking the company to the consumer, to the trade and to the sales force. The first task given to him, now that he has been directed to extend his activities, will be to function in an institutional campaign. He is already at work on this job in color pages on a list of thirteen magazines. In yellow slicker and southwester he will talk to housewives, explaining the N. B. C. products, and showing how the

Uneeda Bakers can solve all baking problems in the way of biscuits, cookies and crackers.

He talks in a youthful conversational style on the quality of ingredients used in N. B. C. baking and the experience of Uneeda Bakers. With these advantages

"You know, if you put some strawberry jam on those you wouldn't want anything more for lunch"

suggests the Uneeda Boy.



## Uneeda Biscuit

For more than 30 years Uneeda Biscuit have been the same tempting, crackling squares of crispness and flavor. Supremely good because they're baked by "Uneeda Bakers." Good with any jam or spread — good by themselves.



NATIONAL BISCUIT COMPANY "Uneeda Biscuit"

The Uneeda Boy Will Have the Center of the Stage in National Biscuit's 1930 Advertising

available, he asks his audience why it should fuss with baking.

Beginning January 13, he will become a familiar feature in 400 newspapers. This is a larger list than was used last year and he will have three column by eight inch space. Further, this phase of the campaign, like the magazine schedule, will be continuous throughout the year.

Though the magazine copy will

## A New Order — and We're Ready for It!

Business enters 1930 under a new order. Selling (including advertising) will everywhere be geared more closely to individual markets—the rifle is replacing the shotgun in the movement of goods.

For this new order the Chicago Evening American is prepared as is no other Chicago newspaper. Through study upon which was based "A Working Manual for Sales Control of the Chicago Market" an exceptional knowledge of Chicago as a market was developed by this newspaper—knowledge of the kind a sales organization can really use.

This knowledge is at the disposal of every advertiser seriously intent on getting the most in

sales that Chicago can give—and properly approached, Chicago has almost unlimited capacity for good merchandise.

*The Boone Man has the proof—ask him for it.*

In 1930 the Chicago Evening American enters its ninth consecutive year of circulation leadership in Chicago's evening field.

C H I C A G O  
E V E N I N G  
A M E R I C A N  
a good newspaper

National Representatives:

RODNEY E. BOONE ORGANIZATION

be institutional, each advertisement will feature one product in particular, package illustration and text being subordinated to the general message. This is being done so as to impress people with one product and to endeavor to get them to test this product as representative of the quality to be found in the entire Uneeda Bakers line.

More flexibility in the newspaper campaign will enable the Uneeda boy to talk one product at a time in accordance with season and locality. While, in some instances, he will talk one product throughout the country, at others, he will be discussing various products in different sections.

For example, one advertisement in the series shows him talking to a business man at lunch. The headline reads, "You know, if you put some strawberry jam on those, you wouldn't want anything more for lunch." In the text beneath the illustration, the company discusses its product.

A four-page folder has been furnished the Uneeda boy as a vehicle to describe the campaign to N. B. C. salesmen. A large pen-and-ink drawing of the trade character shows him megaphoning the following message:

"Salesmen! I am going to help you. Mr. Tomlinson and Mr. Beers have asked me to tell the millions of people throughout this country about our great company and its products. They have selected me to do the talking because they know that I know our products, for haven't I been the Uneeda Boy for more than thirty years? So, as spokesman for the 'Uneeda Bakers,' I am going to tell everyone what I know about 'Uneeda Bakers' products—their quality and their uses, and why they should be purchased in preference to others."

"On the following pages, I shall tell you how I expect to help you men in the field to make 1930 sales the greatest in the history of the Company."

The second page tells of the magazine campaign, the third is devoted to the newspaper series and the fourth advises the salesmen how to use the dealer help material.

George Oliva, advertising manager, in outlining the campaign,

emphasized an important point which is a departure in the use of this trade character. Previously, the Uneeda boy has been shown in one position. The new campaign calls for a lot of action. However, the boy is so well recognized, said Mr. Oliva, that his identity will not be lost if he is shown in various positions. During 1930, he will move around and be able to carry out, in action, the spirit of his first person messages.

### Financial Advertisers to Meet at Louisville

Louisville, Ky., has been selected as the site for the 1930 convention of the Financial Advertisers Association, to be held September 17 to 20.

A. Earle Bryson, president of the organization, has appointed the following committee chairmen for the coming year's work: F. R. Kerman, Bank of Italy, San Francisco, membership; Charles H. McMahon, First National Bank, Detroit, general research; H. A. Lyon, Bankers Trust Company, New York, convention; Guy W. Cooke, First National Bank, Chicago, finance; H. F. Pelham, Citizens & Southern National Bank, Atlanta, trust development; E. T. Cunningham, Halsey, Stuart & Company, Chicago, publicity; J. Mills Easton, Northern Trust Company, Chicago, bulletin advisory; Fred M. Staker, Commerce Trust Company, Kansas City, nominating; I. I. Sperling, Cleveland Trust Company, Cleveland, extension; Joseph J. Levin, A. G. Becker & Company, Chicago, investment research; Fred W. Ellsworth, Hibernia Bank & Trust Company, New Orleans, liaison; Jacob Kushner, United States Trust Company, Paterson, N. J., exhibit and exposition; C. Delano Ames, Maryland Trust Company, Baltimore, 1931 convention city; E. V. Newton, Cleveland Trust Company, Cleveland, business development, and Chester Price, Chicago Trust Company, Chicago, local group development.

### Gerald Page-Wood Leaves Erwin, Wasey

Gerald Page-Wood, for fifteen years with Erwin, Wasey & Company, Chicago, and for the last five years vice-president and secretary of that organization, has disposed of his interest in and has resigned from that agency.

### Humboldt "Times" Appoints M. R. MacMillan

M. R. MacMillan, formerly travel editor of the San Francisco *Call-Bulletin*, has been appointed national advertising manager of the Humboldt, Calif., *Times*.

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Jan. 2, 1930

PRINTERS' INK

29

# "Pep" in Printing



**PUTTING "pep" into printed advertising means mixing brains with printers' ink.**

An odd shape or unusual bit of designing; an uncommon color combination —any or all of these will help to move the goods off the shelves.

**CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 Eighth Avenue  
New York



Jan. 2, 1930



**Advertisers seeking new sales records, in keeping with the above normal prosperity and progress of Oklahoma City and its million-person market, will find that the first reason, and perhaps the best among many good reasons, for selecting the Oklahoman and Times to do their 1930 selling in this area is this:**

**In the 26 counties of the A.B.C. 68-mile Oklahoma City Market the Oklahoman and Times give advertisers a 5,000 greater circulation daily than the combined circulations of all 20 other daily papers published in this area, including the third Oklahoma City newspaper.**

**This larger circulation of the Oklahoman and Times represents not only some 23,000 more people, but because of the editorial excellence and prestige of the Oklahoman and Times, it gives advertisers a much more effective circulation at a single, smaller cost!**

## **The DAILY OKLAHOMAN OKLAHOMA CITY TIMES**

**The OKLAHOMA PUBLISHING COMPANY**

**— THE OKLAHOMA FARMER-STOCKMAN — WKY —**

McNeil Chain Dealer-Wire E-Katt Special Advertising Agency Atlanta Kansas City San Francisco

**W**HILE we haven't the exact figures available at this writing, we will greet the New Year with an advertising gain of something over six hundred thousand lines.



**B**ESESIDES, 1929 was one of the most successful years commercially, The Free Press ever enjoyed.



**W**E have acquired some new friends during the year—probably made a few enemies here and there, but the net result is good—very good.



**D**URING 1930 advertising should proceed on the premise of not only at-

tracting a crowd, but of "passing the hat." The Free Press offers a circulation in the Detroit area with demonstrated "hat filling" proclivities.



**I**F you wish your business in the Detroit market to move on a "normalcy" basis or better during 1930, you will either reschedule or schedule anew your advertising lineage in The Detroit Free Press.



**M**ORE than a quarter million families daily, more than a third of a million families Sunday.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

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# Sit Tight! An Old Time Buyers' Market Is Not Here

The Recently Announced Mail-Order Price Reductions, Misinterpreted by Some, Actually Are a Part of a Staple Merchandising Procedure

AFTER the stock market had settled down—down is the proper word, we believe—sufficiently to allow business to catch its breath, merchandisers in much anxiety looked about for what they thought would be an inevitable outcome of existing conditions, namely, a buyers' market. A few rather unpromising signs, such as price reductions on radios, appeared to them as supplying sufficient grounds for their apprehensions.

And then last week, after the record-breaking Christmas retail selling season had been laid by, there came an announcement that Sears, Roebuck & Company and Montgomery Ward & Company had made a perpendicular slash in selling prices ranging all the way from 10 to 20 per cent. It was said that these mail-order organizations had issued their general midwinter catalogs, and that substantially every item in the books had been cut to the extent named. This supposed action was looked upon as supplying incontrovertible evidence that the intrusive buyers' market had arrived—not so serious as the 1921 affair, of course, but a buyers' market just the same.

There must be a lot of jumpy nervous systems these days; otherwise people who usually are sane and well balanced would not be influenced by such totally erroneous psychology.

What are the facts?

In the first place, neither Sears nor Ward issues a general midwinter catalog; they never did, so far as we know. Each of these houses does, however, produce a midwinter sales book, a skeletonized edition of its regular catalog, which goes to the trade early in January. A similar mailing is sent in July; this is the midsummer sales book.

These abbreviated catalogs have been sent out regularly each Janu-

ary and each July for many years. They are frankly an adaptation of the special sale idea, designed to stir up a little extra business when things are a bit dull. Most retailers know well enough—some of them too well—what a special sale means; and the only difference in this case is that printed matter is sent by mail to convey the message. If Sears and Ward had mailed complete catalogs the week before, with every item reduced from 10 to 20 per cent, it would have been something to think about; but there is a vast difference between a general catalog and a special bargain book.

## *Mail-Order Sales a Business Barometer*

In the second place, it was rather widely reported that the reduced prices had been offered because mail-order sales were lagging, and in a more or less frantic effort to whip them up. Mail order is rather an accurate indication of the country's business as a whole. This is because it reaches out into the highways and hedges, so to speak. If mail-order sales fall away to any great extent, it usually is wise policy to keep a weather eye open on retail business as a whole; things may not be so good.

Last Saturday we made inquiries at the offices of General R. E. Wood, president of Sears, and George B. Everitt, president of Ward, to find out whether their 1929 sales were up or down. Complete figures for the year were not yet compiled, but we learned the interesting and significant fact that 1929 had produced for each house a record sales total. This means that all previous volumes were exceeded. Of course, sales from the new retail stores were the prime factor in making the new high records. But there is no reason to believe that mail-order sales have not done their share to help

compile the new record totals. Consequently, if good mail-order business means good general retail business—which it does—there does not seem to be any immediate need for a murderous assault on selling prices because of any hypothesis that people will refuse to buy at present levels.

In the third place, the reduced prices offered in the Sears and Ward midwinter sales books did not come as the result of an arbitrary and set percentage applied to the stock in general. In each house, just as has been done for years, several thousand items were selected for inclusion in the book and the prices were reduced in varying amounts. One item might be cut 2 or 3 per cent, another 5 and another as much as 18 or 20; the average, so we are told by officials of both houses, is around 10 per cent—certainly not more than 12 per cent.

But why were the prices reduced at all in view of the more than satisfactory sales volume turned in for the year? The reduction was made, following out standard and staple mail-order practice, to cut through the altogether natural disinclination to buy which is always encountered in midwinter, regardless of how good or how promising conditions may be. People spend their money liberally, some of them rather wildly, during the holiday season. Along comes January with its financial obligations which there may not be money enough to meet. People then make only purchases of necessities unless some extra inducement is offered; they want to get caught up. Anyway, they have been buying so liberally that a reaction is bound to set in some time and this seems to be the time.

Another consideration is that the merchandise offered consists largely or mainly of leftovers from the fall and winter stock. The time has not yet come to offer spring and summer goods. People would buy spring merchandise in January and February if it were offered at a price that would make such advance buying any advantage. This is proved by the so-called white sales and sewing goods sales put

on by dry goods stores soon after the January inventory is taken. But, if price inducements are not offered, the consumers are going to wait until spring before they buy spring and summer goods.

The mail-order houses, however, proceed on the wise and reasonable principle that it is better merchandising to cut the selling price of leftovers and thus get rid of as many of them as possible, than to induce advance purchases on reasonable goods which will bring the regular percentage of net profit a few weeks later. Leftovers eat up the profits made by turnovers. The merchandise remaining in Sears and Ward warehouses after the fall and holiday season has passed—merchandise advertised in the fall and winter catalog, that is—comes close to being dead timber, with the obvious exception of certain staples which are salable at any time. It stands to reason that the more of this stock that can be sold, the better it is going to be for the profits, regardless of how low the selling price may be.

#### *A Clean Stock Essential*

The mail-order firms can well afford, under these circumstances to sell certain items at a no-profit price; others they can sell at a loss to the betterment of their average net returns; still others they might better give away or throw away than keep. A clean stock is essential in a profitable mail-order business; leftovers have to be sacrificed ruthlessly and no sacrifice is too great.

What the mail-order midwinter sales book means, then, is merely that a quantity of leftover and staple merchandise is, figuratively speaking, dragged out and placed on the bargain counter. The leftovers are thus offered because they represent a dead loss, and the loss increases the longer they remain in stock. The staples are offered at a lower price to tempt the jaded buying appetites of the people. In this way, the naturally dormant months of January and February are gone through with a fair amount of business, whereas there would be little under ordinary circumstances; overhead costs

## "Food Pages that interest women and profit advertisers"

*A food page every day is one of the unusual features of THE EVENING WORLD. And these are no ordinary food pages, with the traces of "boiler-plate" clinging to them. They are as modern as a kitchenette, as advanced as electric refrigeration. The column, "A Dish A Day," by Nancy Dorris, has boldly forsaken the rut of trite and commonplace culinary advice. By emphasizing the technique of today's speedy cookery, Miss Dorris has lifted cooking into the realm of the modernistic. She has demonstrated briefly and explicitly the value and utility of fresh, canned, bottled, packaged, dried and prepared food-stuffs in the well-balanced menu. Complete weekly menus and marketing articles add to the timeliness of these features. Such thorough handling of an ever-pressing problem could not fail to be received with hosannas by New York housewives, whose approval of these pages is reflected in their popularity . . . and in the profits they are returning to EVENING WORLD food advertisers.*

# The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER  
Chicago

GENERAL MOTORS BLDG.  
Detroit

*During the first 10 months of 1929, The Evening World has shown a greater gain in grocery products lineage . . . 59,401 lines . . . than any other New York evening newspaper.*

are met, and perhaps even a nominal profit gained, in place of the inevitable loss that would have to be endured if bargain-counter tactics were not employed. Hence every item that goes into the mid-winter sales book is priced appreciably lower than in the regular edition of the catalog which precedes it. The only exception to this rule, in the book under discussion, is automobile tires. These are being quoted at last fall's figure in face of rising tire prices by other dealers. But the mileage guarantee has been increased.

#### *Only Twelve Months in Which to Make Profits*

There is an outstanding feature of this brainy midwinter merchandising done by Sears and Ward that ought to be printed in capital letters and sent to everybody in the country who has anything to sell—manufacturer, jobber or retailer. This is that there are only twelve months in which 1930 profits can be made. A manufacturer or a dealer sets a quota for his 1930 sales volume and desired net returns. If his business is growing and healthy, he has a right to expect this figure to be somewhat in advance of the 1929 total.

But if he devotes January and February largely to getting ready for the profitable trade he expects beginning with March, he has only about ten months in the year to make his quota of sales and profits. And then if he allows July and August to slip by on a similar plan (Sears and Ward employ exactly the same tactics in July and August as they do in January and February) he has only about eight months. The losses incurred during January and February, July and August—losses which some merchandisers mistakenly regard as inevitable—pull down the net returns of many a good business to a figure that sometimes comes dangerously near being no profit at all.

The mail-order houses insist on every month in the year paying its way—this much at least. If they can go into March with a clean stock and with the January and February overhead nicely provided

for—and possibly having a small profit as well—they then are in shape to realize to the limit upon their spring and early summer opportunities. The same thing applies to the July and August season in its relationship to fall and winter. No dead horses have to be paid for; there is no drag on the periods of good profit. What is more, the selling activity necessary to make January and February, July and August pay their way provides an impetus which sweeps the selling machine ahead at a faster pace as the spring and fall selling seasons open. There is nothing new about this selling principle; it is old as the hills—all the more wonder why more merchandisers do not employ it.

Last week's misinterpreted announcement of mail-order price reductions actually contains inspiration and the most valuable kind of teaching rather than any omens of bad things to come. There is no buyers' strike in the offing; this is not a buyers' market.

#### **Death of C. A. Taylor**

Charles A. Taylor, who had been publisher and president of the former *Farm Life*, of Spencer, Ind., died at Cleveland last week.

Mr. Taylor entered the advertising business in 1906 at Chicago when, with J. C. Billingslea, he organized the firm of Taylor and Billingslea, publishers' representatives. He had previously been in the manufacturing business at Spokane. Eight years later, with Mr. Billingslea, he purchased the *Agricultural Epitomist*, which was later named *Farm Life*. He continued active participation with that publication until approximately two years ago. He was also a brother of the late David Taylor, for a number of years president of Taylor, Critchfield & Company, advertising agency, now Critchfield & Company.

#### **Clarence Hatch with Campbell-Ewald**

Clarence Hatch, formerly with the Chrysler Corporation and The Green, Fulton, Cunningham Company, Inc., advertising agency, has joined the copy staff of the Campbell-Ewald Company, Detroit.

#### **Appoint Grenell Agency**

The Pioneer Automatic Merchandising Corporation and the Detroit and Cleveland Navigation Company, Detroit, have appointed the Grenell Advertising Agency, of that city, to direct their advertising accounts.

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Light and darkness ... beauty and

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New York ... city of contradictions ... Dublin and Jerusalem ... Paris and Tokio ... Moscow and Madrid ...

Glasgow, London, Milan, Savannah, Kansas City, Seattle  
... all in one ... and yet there is one consistent group  
within this conglomeration ... a solid bloc of more than  
a million ... who pay ten cents for the New York  
American every Sunday ... a real market for you.

### THE

# NEW YORK AMERICAN

AS NEW AND AS NEWSY AS NEW YORK ITSELF

**PAUL BLOCK, INC.**

National Advertising Representative

New York

Boston

Chicago

Philadelphia

Detroit

San Francisco

# Baltimore Will Sp

**I**N 1929 Baltimore had a very profitable year. Besides the normal run of business, 95 new industries and expansions came to the city.

And in 1930 Baltimore will have and will spend even more money. Take just one case—the new Western Electric plant, which when completed will have a payroll of almost a million dollars a week. Baltimore is growing, steadily and solidly.

Industrial, civic and other construction work approximating in cost \$112,000,000 is under way or planned for 1930. Much of that \$112,000,000 will go into salaries. That's in addition, of course, to the heavy payrolls of Baltimore's 2,100 manufactories and vast wholesale and retail trade.

Baltimore is growing and its buying power is growing. One sure way to influence that buying power in favor of a salable commodity is through the columns of The Sunpapers—morning, evening and Sunday.

Jan. 2, 1930

PRINTERS' INK

39

# Sp Money in 1930



## THE SUNPAPERS in November

Daily (M & E) 298,203

THE  
MORNING



EVENING

SUN  
SUNDAY

NEW YORK—John B. Woodward  
CHICAGO—Guy S. Osborn  
SAN FRANCISCO—C. George Krogness

ATLANTA—A. D. Grant  
DETROIT—Joseph R. Scolaro

Jan. 2, 1930



*50% higher sales  
Quota for 1930  
in Minnesota*

“That 1930 will be the greatest year that this Northwest country has ever had, from an agricultural standpoint, is certain.”

The above quotation is a statement coming from one of the leading and oldest jobbers of farm equipment in the Northwest, who reports 1929 sales as the largest in history. After careful surveys of every county, this concern has established a 1930 quota for Minnesota and extreme Western Wisconsin, which is 50 per cent higher than the record of 1929. It expects a substantial increase, although smaller than this figure, from the Dakotas. Past records also show that this concern makes its quotas. They know their Northwest.

To reach 262,000 farm homes in this important territory, use

**THE FARMER**  
Wade Publishing Co.,  
St. Paul, Minnesota  
*Farm Stock & Game*

55 E. 10th St.  
St. Paul, Minn.

Standard Farm Papers, Inc.  
307 No. Michigan Ave.  
Chicago, Ill.



Wallace C. Richardson, Inc.  
250 Park Avenue  
New York

Member Standard Farm Paper Unit

# A Stock-Sharing Plan That Bars Employees from Selling Out

This Manufacturer Experiments with a New Idea in Employee Participation

By Richard W. Wyse

General Manager, Bonser Products, Inc.

**W**HAT will be the effect of stock market fluctuations upon employee shareholders? Mr. Little's inquiry in *PRINTERS' INK* of November 7\* concerned itself with future stock-participation policies.

The subject interests our company, for we long have visualized the benefits that might accrue from some plan by which our employees could take a direct, personal, financial interest in the company's success. And we have devised a plan that, we hope, will realize our hopes and meet all contingencies.

Because we are much too small an organization to have attracted notice of Wall Street and because all our outstanding stock is owned by company officers, it would seem that changes in the security market would not affect us. Probably they would not. But there still are difficulties to be overcome.

Because our securities are not listed on any board they lack the accolade of public confidence; and any sales to our own people would rest solely upon confidence in the management—or desire to please the boss. Such a situation would impose upon us the moral responsibility to buy, or find a customer for, any employee's stock, should circumstances force him to realize his investment.

The people we particularly want to reach are from a class in which such circumstances might be expected to arise fairly often.

An old employee, forced to sell out, would presumably be less an asset than one who had never been induced to become a stockholder at all.

Although our plan is tentative—

pending the outcome of experimental work now in progress—we believe that some of its unique features will interest other manufacturers.

The idea on which this plan is based is to admit employees to stock participation as a group rather than as individuals, thus insuring the inclusion of all employees, including those who are neither intellectually nor financially fitted to buy stock on any scheme of deferred payments.

Our employees include a number whom it seemed obviously impossible to sell an intangible. We foresaw, also, the difficulties of explaining, satisfactorily to all of them, the fundamentals of investment. Yet we sought an incentive to steady, faithful work, something that would cut down labor turnover and enhance the value of jobs in our factory, from the job of the unskilled worker, on up through the payroll.

### *Dividing the Profits*

And so we decided, as an experiment, to divide a definite and published percentage of our profits with our employees as a whole, the amount to be apportioned among them according to their individual earnings and length of service. The whole experiment looks toward the permanent transfer to employees of a quantity of company stock, the dividends on which would assure the continuance of yearly payments on a uniform basis.

If our two-year experiment proves successful, we hope to place this stock in trust for our workers. Of course it would be impossible for them to "sell out" or to use the stock as a means of gambling on the stock market. And because the benefits that can

\*"What of Stock Sharing Now?" by Arthur H. Little, page 25.

accrue to the employee-shareholder can arise only in company earnings, there is no encouragement of speculation.

To simplify matters, we have established a credit system. All employees who have worked for six months or more are eligible to stock participation. The total earnings of each individual during the year multiplied by a factor determined by his length of service, determines the number of credits he has earned. And, for each year, the cash value of each credit will depend on the company's earnings.

The length-of-service factor operates by the following scale. For employees who have been on the payroll for six to twelve months, total of earnings is multiplied by .5; for those who have served one to two years, the multiplier is 1; for those who have served two to five years, the multiplier is 1.5—and so on.

Our plan can be extended into certain ramifications. It can be made to include a form of old age or widows' pension, insurance, and compulsory (if painless) savings. Thus, for every four credits actually earned, we can give one "reserve" credit, the reserve credits to acquire value only after say five years of service.

Rules for cashing the reserve credits could take into account resignation, retirement, death or disability. The payments might take the form of a pension. In event of death the reserve credits would be paid to the estate of the deceased or to a specified beneficiary. The annoyances of loan sharks could be ended by a plan of lending to employees, with their reserve credits as collateral.

Should our plan ever actually develop to this stage we would turn it over, very likely, to an employee organization to hold and administer the funds under direction of a competent trust company.

The objection may be raised that the plan, as a whole, is not self-financing and would require too large an outright gift to employees to be practical. In stock sharing systems now in use, money is received from the sale of securities to employees and this money pays,

at least in part, for what the purchaser receives. Our plan seems to contemplate a large, outright donation.

Actually, however, we look upon the plan in no such light. True the returns we expect are intangible; but in any appraisal of intangibles there is value—and real value—in the items of employee good-will and business insurance.

The amount of any stock that may be transferred to employees will be determined by estimate of the value the company expects to receive. Two years of experimenting with the idea ought to make possible a fairly accurate estimate. Some of the factors already are known—the cost of labor turnover, the outlay for Christmas bonuses—bonuses that the plan will supplant. We have been carrying veteran workers on our books at wages they have ceased to earn. Under the new plan, yearly increasing participation in the division among employees will obviate salary advances into that vague and unhappy borderland where, as age sets in, the wage rate becomes, in part, overpayment. These and other direct financial benefits the company will receive; and it will pay for them, once and for all time, by its transfer of stock.

Nor do we look upon our plan as a piece of "welfare work." It's strictly business—and is so presented. We aim to avoid the reactions of paternalism.

We are concerned with morale. Many an employee feels the inferiority of his position and wage. If he is brought to understand he is worth no more, the situation is not improved in the least. The management, he concludes, is hard-boiled. Very well, he'll be hard-boiled, too!

Such an attitude—generally unjustified as it is in business—might easily offset expected benefit from our employee-participation plan. The best safeguard seems to us to be complete frankness—and by complete frankness we mean frankness to the maximum of our powers of expression.

A strongly paternalistic bias on the part of the management would

# How large *is* the Des Moines market?

tend to lull the workers into a fatalistic sense of impotency, into a belief that the future was out of their hands, whereas to benefit fully by any such plan as this, it is necessary for the management to convince each individual that he must do his utmost for the gain of all. In fact, the special worth of our plan—if it has any—lies in the fact that it ought to enable us to convince a larger proportion of employees of the need of true teamwork; and it ought to draw into the general enthusiasm many an employee whose intellect, training and outlook on life would otherwise leave him indifferent.

Once our trust fund is established we shall provide for its continuous growth by retaining a per cent of income for reinvestment and by requiring a further slight contribution by employees—probably not more than 2 per cent of their wages but in any case not over half the amount they would be expected to receive in dividends. These "dues," withheld at the source in amounts so small as to be negligible, should constitute a definite, weekly tie-up between each worker and the plan and keep him continually reminded of his part in it.

As capital accumulates it will be invested in company securities. Should no securities be available at any time or should it be deemed best to keep on hand a small, liquid fund, the investment would go into securities readily marketable. As such a fund grew, it would offer a means of future financing within the company. At first this element would be negligible but its importance would increase, and it would tend to keep company securities firm.

That is our plan. For us it stretches into quite a perspective, into quite a distant future. But it does seem to embody components that might be useful to others.

In considering the possibility of adopting any such idea the point of first importance is the amount of stock that can be set aside for employees as a direct purchase of present and future good-will and insurance against labor dissatisfaction.

The present value of these items plus their future worth, duly discounted, together with any other expenses that the plan might eliminate such as welfare work, bonuses, etc., provide a working basis.

With the amount of stock tentatively decided upon it remains to be determined whether the amount of dividends earned will be sufficient to apportion to each eligible employee an appreciable amount. In our own calculations we decided that at the start the minimum apportionment to each employee of one to two years' service ought to be a half-week's pay.

The feasibility of the whole idea depends partly upon the number of employees as compared to profits. In some instances, it might be wise, also, to consider such factors as the varying degrees of skill or experience required of the employees.

Working out this idea, even to the point where we now have it, has proved of great interest to us. And, although, we still have one year to go in our two-year experiment, we are convinced that, for us, the plan is practicable.

#### Joins "American Exporter"

Xavier de Nice, for ten years export manager of the American Chain Company, Inc., Bridgeport, Conn., has joined the staff of the *American Exporter*, New York, as merchandising counsel. He has also formerly been with the export departments of the Black & Decker Manufacturing Company, Towson, Md., portable electrical tools, the George W. Davis Motor Car Company, Richmond, Ind., and the Hupp Motor Car Corporation, Detroit, Mich.

#### New Accounts to Frank Presbrey Agency

Friedrich & Dimmock, New York, have appointed the Frank Presbrey Company, advertising agency of that city, to direct the advertising of their gazing globes.

F. H. Korff & Company, New York, consulting and industrial engineers, have also placed their advertising account with the Frank Presbrey agency.

#### Seed Account to Keelor & Stites

The J. M. McCullough's Sons Company, Cincinnati, seed specialist, has appointed The Keelor & Stites Company, advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

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More people live within the Des Moines market zone\* (the central two-thirds of Iowa) than reside within the city limits of all 8 of these Eastern cities. . . .

Albany, N. Y.  
Bridgeport, Conn.  
Hartford, Conn.  
New Haven, Conn.  
Scranton, Pa.  
Springfield, Mass.  
Paterson, N. J.  
and  
Worcester, Mass.

\*Population of the central two-thirds of Iowa exceeds 1,400,000. Two out of three families in this area read Des Moines newspapers. Des Moines is the ONLY city of over 40,000 population in this zone. Concrete and gravel highways, railways and bus lines make Des Moines easily accessible to this large population.

## *The Des Moines Register and Tribune*

*More than 230,000 Daily*

# Who Says So

Who says the 31 counties of northeastern Ohio comprise seven separate and distinct trading territories? Who says that each and every one of these important sections deserves the full consideration of every Sales and Advertising Manager? Who says The TRUE Cleveland Market is approximately 35 miles in radius, small and compact, the only area of Cleveland Business, Newspaper, and Advertising influence?

*This New*

*Write to This*

The Press now has ready for distribution a comprehensive and complete study of all the markets of northeastern Ohio. Each city and its trading radius are described and discussed in turn. A complete break-down of all retail outlets is included for each territory, as are all other salient facts of value to national manufacturers who sell or may plan to sell in this rich section of Ohio.

This book is different from most newspaper market manuals. Nowhere is there to be found any attempt to sell The Cleveland Press. You will not find any fr

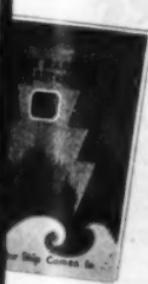
# The Cleveland

Detroit - Atlanta - Dallas  
San Francisco

NATIONAL ADVE  
of The Script

230 Park Avenue, New Yo

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF THE



**8½" by 11", 48-pages, convenient for filing and handy reference.**

# *We Book Will Tell!*

*to less for your copy*

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With it are included voluminous maps,  
accurate figures, detailed statistics about  
the seven principal markets of north-  
western Ohio.

Short, terse, condensed into 48 compact pages, it deserves a permanent place  
on the desk of every American sales and  
advertising manager.

is there the distribution is limited. Write for a  
copy on your business letterhead. They  
are free as long as the supply lasts.

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OF THE  
Michigan Ave., Chicago

PRESS, AND OF MEDIA RECORDS, INCORPORATED



A Scripps-  
Howard  
Newspaper

Philadelphia - Buffalo  
Los Angeles

# INDUSTRIAL ACTIVITIES ARE Wide and Varied in The Booth Newspaper Area



## of MICHIGAN

ALL through the Booth Newspaper Area there is a wide diversification of industry that stabilizes business to a degree not enjoyed in many markets.

Bay City, Michigan for instance boasts large interest in the manufacture of automobile and automobile body parts, railroad equipment, knitted wear, etc.

Yet these products represent only a small part of the industrial activities of Bay City where manufacturing is wide and varied.

Here is a dependable market—one that experiences a steady, even flow of business free from depressions that are apt to come to one-industry cities.

Readers of Booth Newspapers are better prospects for advertised products because of the continued prosperity enjoyed in the Booth Newspaper Area as a result of this diversified industrial activity.

Grand Rapids Press  
Flint Daily Journal  
Saginaw Daily News  
Kalamazoo Gazette  
Jackson Citizen Patriot  
Bay City Daily Times  
Muskegon Chronicle  
Ann Arbor Daily News

Combined Net Paid  
Circulation

**281,668**

As made to A. B. C.  
For Period Ending  
September 30, 1929

I. A. KLEIN  
*Eastern Representative*  
50 E. 42d St., New York

J. E. LUTZ  
*Western Representative*  
180 N. Michigan Ave.  
Chicago

**BOOTH NEWSPAPERS, Inc.**

*Central Office, 2500 Buhl Bldg., Detroit, or Any Newspaper Listed*

# Job Jumpers

Ten Conditions Under Which Men Should Fire Themselves

By Howard W. Dickinson

THERE never was a more interesting personal job question than that of when to fire oneself or manage to get fired. I am delighted to see this subject being discussed in PRINTERS' INK\* and delighted to find a man with nerve enough to go out and sell "rolling stones." To be sure, he insists that they shall roll upward, which isn't altogether easy for a rolling stone.

A banker, who writes well, comes out with "Well—this all depends."† A banker would do that, because that seemingly trite comment is very important indeed. In fact, it is the basis of all that is sound and progressive in the other man's interesting speculations, for he gives us a rather astonishing premise to work from.

*"The modern rolling stone gathers . . . the velvety moss that large corporations are today purchasing at fancy prices."*

What corporations, I ask, how many, and why? Do we accept that premise? Seems to me that some of the greatest of our corporations are distinctly trying to build their men up through long experience in their own business and prepare them, when they have the stuff, for high positions there. As an altogether too casual, outside observer, such seems to me to be the du Pont policy. Such also seems to be the policy in railroad organizations, in A. T. & T., and many others. In fact, whereas once the presidency of a great firm was filled by a man from outside, selected for his financial connections and influence, today the question of finance is apt to be handled by a chairman of the finance committee or a chairman of the board, and the executive presidency by a man who knows the business, preferably from the inside.

I find myself guilty here of a

common fault in writing about business, that of cocksureness in describing trends, while nothing in business fluctuates so greatly as "general trends."

I am in favor of about half of the people firing themselves or getting fired, but here is a way of putting it that we've got to look into.

*"Don't hesitate . . . to go after a better position as quickly as you have licked your present one to a standstill."*

That is futile reasoning, though logical enough, for the man does not live who has "licked his present position to a standstill." When you see one who says he has, get him off into a secret corner and try to find out if he really thinks he has. If Steinmetz, the paragon of modern days, had *licked* his job to a standstill we should have even better electrical appliances than we have.

Let me quote again.

*"For at least the first ten years of a sales career the beginner is in competition with time."*

This is a generality which rather ignores the personal equation, and I cannot forget the extreme youthfulness of the editor of *McCall's*, or of the new president of the University of Chicago.

How can we possibly place the age of escape from competition with time somewhere around thirty-one years? Some bright people mature fast, some much more slowly, and I do not know the law of that. "Ten years against time" means nothing as I see it, not even with respect to theoretical averages.

But to continue the last quotation:

*"The more records and accomplishments he can mark up alongside his name . . . the quicker he will realize his ambitions!"*

This rather jars me. I'm interested much more in the trends that must be, than in the trends that

\*"Young Man—Go Change Your Job," Nov. 28, 1929, page 33.

†"Young Man—Don't Change Your Job Unless—," Dec. 12, 1929, page 57.

only seem to be now. I recognize the experimental and transient character of the latter. "The King of France marched up the hill"—obviously a trend. You know what happened. A trend that must be is a broadened ability to appraise man power. In this, past achievement ("records hung up"), will be an important but still secondary factor. What the man is, and can do, will be a more important factor.

Charles Eliot, professor of chemistry at Boston Tech, had hung up no records which would make him president of Harvard, but some wise human appraisers picked him out as the man who promised to make a great executive as well as a first-rank educator. That was man-selection of uncanny wisdom.

It might be interesting to list a few conditions where men and women should fire themselves from their jobs. Of course there are more.

1. *Conscious inferiority in that particular job* (not general inferiority complex). Easily may be the wrong job for you. If Professor Merton is even 30 per cent right in his ideas on personal appraisal for vocational fitness, his ideas are very important and a technique of analyzing by facial indices very essential to learn.

2. *Hopeless incompatibility*. Modern philosophy tends to diminish a sense of personal blame, and justify the act of running away from a hopeless personal situation. If friction is inevitable between you and your boss, why then run away from that job at least until both you and your boss have become more sanely broadminded and personally tolerant. There's the option of getting the boss fired, which doesn't seem to work out particularly well. And don't make the mistake of thinking that broad-mindedness and personal tolerance are identical either.

Presumably the boss has all the advantage in things that pertain to either payroll or advancement for you. Probably for some time yet management will continue to receive increasing glorification (forgive, please, another guess at trends), but sooner or later the relative importance of the able

journeyman worker will grow in recognition. Now it takes a distinguished journeyman to gain big recognition. Steinmetz, cited above, was such. Really Edison is such. Arthur Brisbane is such.

3. *Persistent uneasiness*. Long continued mental discontent in a job is not worth the price of keeping it up. No matter how few are visible to me, I really know there are a lot of jobs in the world. If you are uneasy because of inflated sense of your own importance, you may tumble to yourself in your next job or the second after your next. From whatever cause it comes, persistent uneasiness is a very poor investment. Then there really are a good many infected jobs where the job holder is not responsible for the infection. A job looks sour to a sour man, but some jobs are very sour anyway. It doesn't pay to waste good effort on such.

4. *Roving disposition*. Some of our ablest men have this. They exercise it, build very broad knowledge and experience on it and go high. Oftentimes a poorer job for the time being is the result of yielding to it. But remember that a lust for seeing things and learning things is the background of human development. Such an urge to get out, see more and learn more often runs quite counter to the standardized demands of modern business organization.

5. *When a bigger opportunity offers itself*. Easy to know what to do here, given brains to know the opportunity is a real one.

6. *When a man in an organization discovers that he personally is built to play a lone hand*, or vice versa. It is interesting to see how this is constantly working among the bright people in advertising, free-lancers coming in to get organization jobs, organization men going into free-lancing, agency employees starting their own agencies, small agencies merging into larger organizations. Intermittent currents that never stop. The ex-free-lance feels "Organization is the thing." The ex-job-holder feels "Free-lancing is the real thing."

7. *When an industry has a low*

# I Wonder If Women Gossip Any More Than We Do?

JUST between ourselves (you know, that old man-to-man stuff) I have a pretty definite hunch that we gentlemen of the press and otherwise retail and even wholesale gossip as much as the well-known other sex does. Of course, there're all kinds of gossip. Good. Bad. Pale pink. And the kind that is red hot, sometimes. . . . The right kind of word-of-mouth advertising, however—sometimes erroneously labeled gossip—is a grand and glorious thing. I know because our closely-followed Prudence Penny probably has more women talking about her and her daily recipes and household hints than any other female in Southern California! The service that this very capable household economist and advisor offers home-keeping women has come to be such an important factor in the operating of Southern California homes that 1500 of these eager-to-learn women come to Prudence Penny's Cooking School every week and she receives thousands of letters and telephone calls every month. . . . Can you imagine a finer opportunity for any manufacturer of home commodities to put his sales messages before such a susceptible audience? There ain't none, Lucifer—nowhere!

## LOS ANGELES EXAMINER PUT YOUR MESSAGE BEFORE THE MODERNS

*compensation scale.* If this persists, as it does in some industries working on very narrow margin or unprogressive in other ways, I would say that such an industry was entitled to second-grade personnel at best. You and I can name some such industries, but we won't right here.

8. *As a part of a liberal business education.* This is what I believe our "rolling stone" advocate had in mind. The late Chellis A. Austin, one of the finest as well as one of the ablest of our modern bankers, had a varied experience as college athlete, railroad man and financier. Undoubtedly, it helped him as a banker to know that he once was an expert in operating a railroad yard. Undoubtedly it is valuable to C. K. Woodbridge, as a banker, to know that he has been successful as a book-store operator, salesman, sales manager, president of two manufacturing companies.

9. *To improve one's capacity for effective personal contact.* An accountant I know just felt that he could sell cars, went into automobile sales, did very well, indeed, and found out that he really had ability in personal contact. The late Mr. Austin and the very much alive Mr. Woodbridge have been distinguished for years for exceptional personal charm which both have shown in high degree. Without such high measure of that it might conceivably have been wiser for Mr. Austin to have kept on at railroading and for Mr. Woodbridge to have stuck to his bookstore.

10. *Result of intelligent personal analysis.* This seems to be the background of our banker's article, though I can't agree quite with the logic of the sub-head, "Mr. Maratta's Advice Is Good for the Very Ambitious, but Bad for Many Others." I should be inclined to believe that in the majority of cases a very ambitious man would find his best chance in concentrating on one line in his work and studying other lines, other practices, other occupations, from inside his own job, that is if his ambition is pointed toward high rank in a great corporation.

The sub-head just quoted strikes me as being decidedly a non-sequitor. It is a question for each person to find out for himself. Always it is a personal problem.

It is hard for young men and women to get proper bearings on such a subject. It is inevitable that they should think about it much. It even may be as live a subject for the man of sixty-five or upward as for the young chap of twenty-five. The world should be full of useful occupations for men of sixty-five. And surely such men should have learned enough to be able to please themselves in their occupations. Only to a slight degree should their jobs be competitive of the jobs of youth.

Business evolution is still in a comparatively low stage—it concerns itself very largely with the mechanics of organization, and a very superficial understanding of both dealers and consumers, and by no means so much as it must some day with fitting men to jobs and jobs to men. Men are valued as they fit jobs more than jobs are adjusted to fit valuable men.

"A subject which is practically endless." So says our banker friend. Of course it is. It is the subject of personnel, of fitting and fitness, of personal ambition and of opportunity. Every boss and everyone whom he bosses knows this subject is vital to himself. A question rarely asked of a candidate for an advertising or merchandising job is, "Are you a good consumer?" a very important qualification indeed for an advertising man.

### C. W. Brand, Vice-President, Standard Brands

C. W. Brand, president of the Widlar Food Products Company, which was recently acquired by Standard Brands, Inc., has been elected a vice-president of the latter organization. He will remain in charge of the Widlar Food Products division of Standard Brands, at Cleveland.

### Appoints Key Agency

The Sayers & Scovill Company, Cincinnati, manufacturer of bears and ambulances, has appointed the Key Advertising Company, of that city, to direct its advertising account. Business papers and direct mail will be used.



Half a century of undeviating progress has brought the San Francisco Examiner to a position of enviable preeminence in its rich field. For more than the last thirty-four of those fifty years it has maintained leadership unchallenged—in circulation and in every major advertising classification. . . . Today, more than ever, shrewdly concentrating, sales-minded advertisers acclaim this dominance and profit through it.

## SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers  
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.  
IN DETROIT: A. R. BARTLETT, General Motors Bldg.  
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.  
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.



House X

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## THE HOUSE

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Here are two fine homes. By all indications such as:

**Appearance of house**

**Tax valuation**

**Wealth of owner**

**Number in family**

**Credit rating, etc.**

Houses X and Y would be equal prospects for your product, whether a luxury or a necessity.

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**COSMOPOLITAN: A Class Maga**

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House Y

## SENEX T DOOR

But as a matter of fact, House X is a good prospect—the family are liberal buyers whereas the family in House Y buy fewer comforts and luxuries and consider price first.

House X reads *Cosmopolitan*.

House Y does not.

*This amazing fact was disclosed in a microscopic survey of a typical Trading Center. We will be glad to tell you about it.*

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With More Than 1,600,000 Circulation

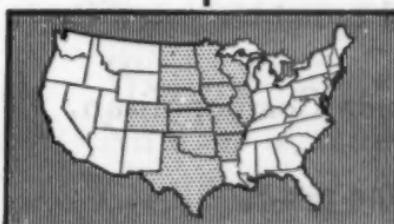
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★

# THE BUYING TREND IN NATIONAL FARM PAPER FIELD

★

The advertising gains in the national farm paper field during 1929 over 1928 were as follows: Capper's Farmer 20.1%, Successful Farming 12.5%, Country Gentleman 1.8%, Farm and Farm-side 2.5%, Farm Journal 2.1%. In 1928, Capper's Farmer made a greater gain than the rest of the field combined. This is the ninth consecutive year that Capper's Farmer has gained in advertising. A record unequalled by any other national farm paper.



# CAPPER'S FARMER

ARTHUR CAPPER  
Publisher      Topeka

**GUARANTEED CIRCULATION 925,000**

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# Say It with Hobgoblins

Advertisers Turn to Symbolism and Make-Believe Land for Illustrations That Have Primer Simplicity

By W. Livingston Larned

**B**ACK in 1835, a celebrated English caricaturist drew an astounding picture of a woman beset by various imps and hobgoblins of "Cholic," and it is said that this weird conceit made a very great sensation in its day, warning

There never was a time when so many humanized symbols were in evidence. "Say it with hobgoblins" might well be a current slogan, if we are to judge from the amazing volume of elves and fairies and whimsical characterizations in active use.

When The American Federation of Musicians decided to launch an aggressive advertising campaign, the musical Robot became a dominating feature. Fashioned of metal, a queer and uncanny symbol of mechanically produced melody, he tore at the strings of a delicate harp and lifted a Robot voice in noisy caterwauling. That there was no better way to visualize, in an illustration, the "canned music" era, must be apparent. The directness and clarity of pictures of this type, indeed, constitute their real merit. Anyone can understand them and they have their own frivolous way of humanizing various qualities and characteristics with primer simplicity.

It is often better to picture a condition or a state of mind than to attempt to describe it in words. Surely it will not be denied that the crafty villainies of the now familiar fire demon of the Hartford Fire Insurance Company tell the story with more dramatic power than would mere illustrations of buildings in flames.

The public has come to look upon fire as having a quite definite "personality." Here is an insidious enemy, alert and shrewd, ready to pounce upon the unsuspecting and with a formidably serious record of destructive achievement to his discredit.

It remained for Celotex to put cartoonist and symbolism to work along strategic lines for an entire year, after many attempts, previ-



This Familiar Hartford Fire Insurance Fire Demon Tells Its Story Dramatically

people away from a too-prevalent tendency to over-eat.

An army of small devils had placed a rope about the waist of the victim and pulled it tight, much to her discomfort. And while there was a hint of suffering in Cruikshank's illustration, it had its humorous side, nevertheless. A modern advertiser, the Bristol-Myers Company, discovered the cartoon, and has featured it in a magazine display.



*An 1835 Cartoon by Cruikshank Was Used by Bristol-Myers as an Illustration for a Gastrogen Advertisement*

ously, to establish in the public mind the several high-spot arguments of this product. Winter enemies of the average home owner, such as colds, chills and fever, illness in general, and the complete roster of characteristic tribulations common to the period, have been symbolized in cartoon spirit, as ugly-tempered reprobates, always ready to sneak through the walls of an unscientifically constructed house.

These illustrations are humorous without losing the necessary aspects of a situation which can be definitely serious. The blend is admirable. A cartoonist was chosen for the campaign who is an adept at just this sort of thing.

Many advertisers have discovered that characters and cartoons more surely picture extremes of heat and of cold than many words and more conventional illustrations. Here is the word picture of a character of this classification, as set on paper for Monarch metal weather-strips: "Can your own doors and windows shut him out? He is wind, discomfort and waste all rolled into one. At times he has a cyclonic force. Even in his average Fall moods, he

swirls about your home and pours in rain, dust and grime around your windows and doors. During the Winter, he forces in cold and soot—causes fuel waste, drafts and discomfort. Everybody wants to keep him out."

Considerable space has been devoted to a symbolic picture in wash which shows this demon of trouble and waste, materializing from sinister black storm clouds, a leer on his ugly face, as he hovers above a small home when night slowly settles.

It is easier to visualize the word-picture in terms of a semi-human figure, a fantasy, a glowering rascal of wind and storm and darkness, who is just outside those lighted windows.

A new type of cement, Kosmortal, employs figures of extreme heat and extreme cold along serialized lines. These twin imps blow helplessly against a wall which is too much for even their subtle and crafty arts.

That such characterizations, when used throughout an entire campaign, should come to have a certain amount of trade-mark value is, of course, inevitable, a point which further justifies their use.

This general subject of symbo-



Jan. 2, 1930

October 2, 1930

LIBERTY

# Now First Published! A Completely New ENCYCLOPÆDIA BRITANNICA

**N**EW in plan and purpose—entirely recast from cover to cover—the new Fourteenth Edition of the Encyclopaedia Britannica is ready. This is the superb "humanized" Britannica which has captured the attention of the world.

Two years of intensive effort—the co-operation of 1,500 of the world's foremost authorities under the expenditure of more than \$2,000,000 before a single volume was printed—are merely a few high lights in the preparation of the new Fourteenth Edition.

#### The Last Word in Encyclopaedia Perfection

This new Britannica immediately takes its place as the one pre-eminent American work of reference—the last word in encyclopaedia perfection.

Never has there been assembled anywhere in one enterprise such a wealth of learning as is represented in this new Britannica—the sum total of knowledge. All the universities, all the learned professions, all the great industries, all the pastimes have contributed to the mighty work.

#### Knowledge for All

It is a keen library for the lawyer, a standard authority for the historian, a commercial statement for the business man—and a compendium of all the arts and sciences for the average reader.

It is in the classroom, the library, the office. The whole working universe is brought within your grasp, obedient to your hand.

Nothing is too profound to baffle it, nothing too simple to escape its all-encompassing touch. And on every subject it speaks with some finality and authority.

#### All the World's Treasures of Art and Literature

Among the many new features that will astonish and delight entrepreneurs, none this time is the wealth of material on the fine arts. The fine arts alone make a tremendous ad-



This Britannica bookcase table, made of genuine Oregon Mahogany, is included with every set of the new Britannica.

#### Note these facts

**Cost More Than  
\$2,000,000.**

**Over 13,000  
Supplementary Illustrations.**

**Greatest Knowledge  
Book Ever Produced.**

**Written by 3,500 of  
the World's Most  
Eminent Authorities.**

Encyclopaedia Britannica is a new bookcase, a small library in itself, containing volumes which could not be assembled by any major library, collected from previous editions.

Volume. All the world's treasures of art and literature have been laid aside to inform and illustrate the text.

The most exciting book of 1929, written by a leading artist, and the whole world is awaiting its publication.

Is it a Britannica year? Here is your opportunity to join the thousands who have bought this new edition, now, while it is new—fresh

from the presses. You owe it to yourself to learn further details regarding this magnificent series of volumes.

#### Extremely Low Price

And due to the economies of mass production, the price is extremely low—the lowest in fact at which a completely new edition has been offered for two generations! Encyclopaedia Britannica is offered at \$125.00 and \$145.00 for the complete set with bookcase table to your home.

#### Send for FREE Booklet

We have just prepared a handsome new "catalogue" which gives full information concerning the new Britannica and giving full information, also, on the price, regular terms, and payment plan, and many other valuable facts. We invite you to have a copy sent and we will be pleased to answer any questions.

The demand is great—you should act promptly if you are interested in owning a Britannica. Please mail the coupon today, or write to the publisher, Encyclopaedia Britannica, Inc., 540 Madison Avenue, New York City.

ENCYCLOPÆDIA BRITANNICA, Inc., 540 Madison Avenue, New York City
Please send me for review, without any obligation, a copy of the new Britannica, showing the new Britannica, including all the Britannica regular terms, and payment plan, and the name of person.
Name _____
Address _____
City _____

**MAIL this Coupon TODAY**

**Mr. William J. Cox, president of  
Encyclopaedia Britannica, Inc., writes:**

"We have advertised the Encyclopaedia Britannica in Liberty, to the extent of tens of thousands of dollars, because it has paid us. The Encyclopaedia Britannica appeals to intelligent people and, judging from our experience (coupons), readers of Liberty are an intelligent, discriminating class."

**Liberty**  
*A Weekly for Everybody*

Liberty's market has all the buying power any advertiser needs.

**The biggest newsdealer sale of any magazine.**



*Here Is the Demon of Wind, Discomfort and Waste as Pictured in a Recent Advertisement of the Monarch Metal Weatherstrip Company—"Can Your Own Doors and Windows Shut Him Out?" the Headline Asks*

lism is recurrently important and interesting because such rapid changes and improvements take place from month to month. At one time or another, in the average advertising campaign, symbolism makes its appearance. The methods of applying it are without limit, apparently. And this surface has been no more than scratched. It is the one pictorial approach which does not seem to run threadbare.

Advertising never was so richly populated with odd and entertaining characterizations. There is, among many others, the new Packard Electric Company troupe of lively fairy-story goblins, each one standing for some enemy of motor car power, from heat to abrasion. An ugly tempered crew, insistent upon attacking your automobile or mine.

In spirit, these imps of trouble have been drawn with true nursery-book imaginative skill, and are never permitted to become too gross, too repulsive.

If all the symbol-pictured examples could be brought together it would make an entertaining volume and a large one, not without an appeal to grown-ups and children alike. The campaign might

be included in which the warmth of a small heating device was pictured as a tropic maiden of glamorous light; and the campaign in behalf of better and more modern electric fixtures with shadows and darkness materialized as demons of every nook and crevice; and the campaign wherein "Rust" became a relentless and destructive enemy of the farmer, prowling about the place in quest of something to destroy.

Electricity has appeared in numerous humanized ways as a symbol of vigilant service and it must be admitted that in such illustrations the reader is inclined to "get the idea" with more clarity. That sturdy, smiling giant, who flashes electric energy from his outspread hands, seems a friend of the most desirable kind.

The new Duofold underwear campaign features fantastic little demons of winter, blowing their chill breath quite unsuccessfully upon the men who are wisely dressed.

When thousands of tiny laundresses are drawn within the silvery confines of soap bubbles, no words are needed to convey the thought that the housewife has an army of

# First on the Coast for 1929

*in*

## Gross Volume of Paid Advertising

*in*

## Home-Delivered Circulation

*in*

## Number of New Readers!

# Los Angeles Times

Eastern Representative: Williams, Lawrence & Cramer Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

· LIKE THE FARMER, YOU CAN REAP YOUR GREAT



**H**EART" farmers are active buyers—anybody's customers—in the habit of going extra miles for preferred merchandise. When dealers in the nearest town fail to meet brand preferences—business goes to the next trading center. These people with fast cars and good roads are unlike city buyers who patronize "handy stores"—making intensive distribution the only means of capitalizing consumer demand.

"Heart" farmers are business men—big operators. The upper Mississippi Valley states they occupy make up America's richest agricultural section. These farmers raise 54% of the country's livestock, use 60% of its tractors and produce 78% of its grain. Concentrated in this rich territory are 61% of the telephones, 44% of the automobiles and 58% of the radios used on farms.

*Successful Farming serves the agricultural heart of America.*



Here farming is no back-yard pastime. It is a business—

YOUNG'S GREATEST SALES HARVEST IN THE HEART



# Anybody's customers

a business operation employing modern cost-accounting methods and up-to-date equipment. Diversification results in year-around income

that provides "city" conveniences and luxuries.

Successful Farming reaches 1,175,000 prosperous "Heart" families—more than are served by any other publication. It is edited exclusively for the "Heart" states and has been rewarded by a degree of reader interest and respect never before attained. "Heart" farmers' problems are Successful Farming's problems. This magazine has played a leading role in the development of America's richest farm land. A constructive, forward-looking editorial policy has won and holds an impregnable position in the "Heart" region.

Advertisers who cultivate this free-spending market reap a rich sales harvest. Carry your case to the 1,175,000 buying families who read Successful Farming. Make them your customers—not just "anybody's."

## Successful Farming

Jan. 2, 1930

helpers at her beck and call when she employs this product for her washday.

Negative advertising can be illustrated, free from the more familiar objections when cartoon symbolism is used. In more than 100 ways, the service performed by the product has been symbolized successfully in some such manner as the above. These ghostly and almost invisible servants may range from cook to brick mason, and always hold an extra measure of visual and imaginative interest.

Then there was the series in which a phantom servant remained in the kitchen, on guard, while the lady of the house went about her other duties, because a patented device regulated and safeguarded the operations of the gas range.

Do you recall the series of remarkable drawings made by an artist who specialized in trees and who so fashioned them and sketched them out to fit a definite idea that they became dancing nymphs, old hags, drooping mourners of the dusk, dandies of the hill-top, heads in air and arms outstretched? Here was a form of symbolism which advertisers have employed to excellent advantage.

Also there is the character study of the grumpy old codger with side-burns and a perpetual frown, who represents the out-moded methods of the long ago in industrial management. He is forever in the way, a stumbling block. Progress could not proceed far with him around.

This campaign, photographically produced, has been running in industrial magazines for several years and is, if anything, far more effective now than at its inception. It has meant more than arguments and installation illustrations in getting a definite idea across.

Symbolism is one of the very oldest forms of art, incidentally, and one used to clear up a complex thought or to emphasize a rather subtle idea. Those advertisers who put it to work in their behalf will find a receptive reader response.

Robert H. Warner has been appointed production manager of the Adolph L. Bloch Advertising Agency, Portland, Oreg.

## Investment, Rather Than Speculation, Stock Sharing

MITTEN MANAGEMENT, INC.  
PHILADELPHIA

### *Editor of PRINTERS' INK:*

The following opinion is expressed in reply to your letter of November 8, on employee stock sharing. [“What of Stock Sharing Now?” by Arthur H. Little, Nov. 7 Issue.]

The Mitten plan has encouraged investment by employees in the properties for which they work, particularly the Philadelphia Rapid Transit and the International Railway of Buffalo, but at the same time it has urged upon the employees the dangers that lie in a market inflated because of speculation. The PRT employee investments have been made over a period of many years. They are handled in a joint fund, administered by trustees who buy and sell the securities on the open market, paying to the employees the income on their investment. The employees hold certificates in the fund which are not negotiable, and neither speculative frenzy nor selling panic enters into the situation. They do not touch the principal until they leave the service of the company.

If employee ownership plans are of such a nature as to subject employees to the same speculative temptations that confront all other investors, then certainly the same dangers that confront the outside small investor in a falling market will be suffered by them. We have endeavored to develop our plan so that the employee thinks in terms of investment, rather than speculation, with regular earnings on his principal his main desire and enhancement in the value of his holdings only looked for insofar as may be justified by the earning power of the property.

It is our opinion that an employee ownership plan of this nature is an exceedingly healthy tendency and if more generally applied would tend to stabilize the market, rather than otherwise. The recent experience may lessen employee ownership for a time, but will lead to its establishment on a sounder basis.

J. M. SHAW,  
*Vice-President.*

## Aero Corporation of California Elects J. A. Talbot

James A. Talbot, chairman of the board of directors of the Richfield Oil Company, and also of the Fokker Aircraft Corporation, both of Los Angeles, has been elected a member of the board of directors of the Aero Corporation of California, Inc., of that city, succeeding Nathan Newby.

## Charles Presbrey, Director, Underwriters Trust Company

Charles Presbrey, vice-president of the Frank Presbrey Company, Inc., New York advertising agency, has been elected a director of the Underwriters Trust Company, of that city.

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**Reinforcing Delineator's  
Appeal to Mothers**

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BEGINNING with the January number, *Delineator* inaugurates a department of Child Training, headed by Mrs. Marion M. Miller, Associate Director of The Child Study Association of America. Mrs. Miller is widely known in the field of child training and parent education. A Barnard graduate, she will soon take her doctor's degree in Child Psychology. She has broadcast child study material, written a popular child department for a newspaper, and taught four years in the DeWitt Clinton High School, New York City. She is married to a physician and has two children. Her first *Delineator* article, "The Job of Being a Modern Parent," appears in the January issue, now on sale.

Following are the titles of other articles on child training which will appear in *Delineator* during 1930:

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**"Sex Education"** . . . By B. C. Gruenberg, Ph. D., who has recently spent two years introducing methods of sex education in high schools and colleges for The United States Bureau of Education. *Delineator* for February.

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**"How We Can Help Our Children to Succeed"** . . . By Augusta Alpert, Ph. D., Clinical Psychologist; head of Bellevue Hospital's Children's Department. *Delineator* for March.

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**"Effective Punishment"** . . . By Dr. Wm. E. Blatz, Director St. George's School for Child Study, University of Toronto. *Delineator* for April.

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**"Nature as a Source of Fun and Education for Children"** . . . By Dr. Ellen Eddy Shaw, Director Brooklyn Botanic Gardens. *Delineator* for May.

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**"Friendships—Good and Bad"** . . . By Dr. Caroline T. Zachry, Professor of Psychology, State College for Teachers, Upper Montclair, New Jersey. Consulting psychologist. *Delineator* for June.

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**"Teaching Children the Value of Money"** . . . Sidonie Mataner Gruenberg, Director, Child Study Association. *Delineator* for July.

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**"Signposts of Maladjustments, and What to Do About Them"** . . . Dr. Ada Hart Arlitt, Professor of Child Development, University of Cincinnati. *Delineator* for August.

THE Delineator articles listed on the preceding page will be widely discussed and quoted. Delineator will prepare reprints in advance of publication for distribution to newspapers, educators, advertisers, and advertising agencies.

The February article, "*Sex Education—Without Fear, Without Reproach*," by B. C. Gruenberg, Ph.D., is now ready. Proofs will be mailed on request. Address: Delineator, 161 Sixth Avenue, New York.

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# Delineator

*Published by Butterick  
since 1868*

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CIRCULATION GUARANTEE OF  
2,300,000 AVERAGE NET PAID FOR 1930



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# A Question We Can't Answer— But Do

"Printers' Ink" Answers a Difficult Question by Making a Survey All Its Own

## CHICAGO

### *Editor of Printers' Ink:*

Past experience has proved that *PRINTERS' INK* on information has it all over Aladdin and his Lamp.

However, here's one that I'm afraid you'll fall down on:

Can you tell me, approximately, how many lighters (pocket and table) have been sold since the lighter fad has been re-created?

### (b-2) Non-smokers who have no lighters, either table or pocket.

Let us examine first classification (a-1), smokers who have bought or been given lighters. We find in this classification a curious situation. Smoker No. 1 has three lighters, all given to him, one of which works. Four other smokers carry lighters which work and which have been given to them. Then we have smoker No. 6 who has four lighters, three of which are mislaid and smoker No. 7 who has three lighters, one of which works.

That gives us fourteen lighters among seven people, or two each. In the classification (a-2), regular smokers who do not have lighters, we find four backward individuals who still depend on matches or other people's lighters. Thus the proportion of smokers who have lighters is two to one.

Among class B, the non-smokers, we have non-smoker No. 1 who has three table lighters at his home, one of which works, non-smoker No. 2 who has two table lighters, both of which work, and non-smoker No. 3 who has one. Thus, three non-smokers among them have six table lighters or two table lighters per non-smoker. Classification (b-2) contains the names of three non-smokers, none of whom has a pocket or table lighter. Thus the non-smokers who have table lighters have two apiece, the non-smokers who have no table lighters naturally have none at all, giving us a fifty-fifty break among the non-smokers.

Capitulating briefly up to this point, we have eight out of twelve smokers who have some sort of lighter and three out of six non-smokers who have table lighters. It is a curious coincidence that smokers and non-smokers who have any sort of lighter, possess two apiece.

Next in our brief investigation

THERE is, as the above letter suggests, one type of question on which we almost invariably fall down. When we are asked how many red-headed women under the age of thirty-five there are in the seven Southern counties of Iowa who use vacuum cleaners or what percentage of college football players wears wrist watches on Sundays, we are inclined to give up without a struggle. But the compliment in the first paragraph of the above letter and the implied challenge in the second put us on our mettle. We made, therefore, what may be designated as a hasty market survey and answer the question in the last paragraph of the letter with the quick reply, 4,256,000 lighters. We arrive at this figure as follows:

Our speedy survey took in eighteen people on a Saturday morning just before Christmas. It is true that they were all in New York City, all on two floors of the same office building, none of them was a laborer—that is, well anyway, what work they do is done with their heads.

The subject of our investigation may be divided roughly into two classes, (a) Smokers, (b) Non-smokers.

These classifications break down again roughly into the classifications which follow:

(a-1) Smokers who have bought or have been given lighters.

(a-2) Smokers who have never bought or been given lighters.

(b-1) Non-smokers who have lighters, usually table lighters.

# The Scope of Lord & Thomas and Logan Service

EIGHT offices covering the United States, Canada and England enable us to render a service commensurate in its scope with the widespread interests of the businesses we serve.

Each Lord & Thomas and Logan establishment is a complete, self-contained advertising agency, officered by members of the firm and staffed by men and women of proved ability in the various phases of advertising work.

For sixty years this organization has been privileged to collaborate with the leaders in many of America's most representative industries.

**NEW YORK**  
247 Park Avenue

†

**CHICAGO**  
919 N. Michigan Avenue

†

**WASHINGTON**  
400 Hibbs Building

†

**LOS ANGELES**  
1151 South Broadway

†

**SAN FRANCISCO**  
225 Bush Street

†

**TORONTO**  
67 Yonge Street

†

**MONTRÉAL**  
1434 St. Catherine St. W.

†

**LONDON**  
Victoria Embankment

**LORD & THOMAS AND LOGAN**  
**ADVERTISING**

we called up several tobacco journals and received estimates of the total number of smokers in the United States ranging all the way from 10,000,000 to 15,000,000. Let us take 12,000,000 men and women as our average of those in the United States who smoke. Let us further assume that 6,000,000 of these have sufficient purchasing power to buy some sort of lighter or a sufficient list of acquaintances to be given one at Christmas or during the rest of the year. Applying our percentages to these, we discover that 4,000,000 of them will have lighters and 2,000,000 will have none. Assuming that our list of consumers was somewhat over-inventoried on the question of lighters, let us take 1.25 instead of two as our average. Multiplying this by the 4,000,000, we get a total of 5,000,000.

Now let us look over the whole United States among the non-smokers and we decide arbitrarily that 2,000,000 of them are sufficiently peculiar, sufficiently wealthy and sufficiently hospitable to have some sort of table lighter, and instead of taking two as our proportion, we will again assume that these New Yorkers were slightly more peculiar than the rest of the country and take one and a half as the ratio. Multiplying 2,000,000 of these individuals by the average of one and a half we arrive at 3,000,000 which added to our previous amount of 5,000,000 gives us 8,000,000.

What do we have now? We have as a matter of fact, 8,000,000 smokers and non-smokers in the United States who by our investigation are to be considered logical and probable prospects for cigarette lighters. We will assume that the makers of these convenient machines went out after their prospective market to the best of their ability, advertised consistently, and, therefore, sold slightly over half of their prospects. So we arrive inevitably at our previously given figure of 4,256,000 and we believe that that is as good a guess as can be made in this particular guessing contest, or what else do you have in mind to suggest?—[Ed. PRINTERS' INK.]

## R. A. Peckham with Burton Bigelow

R. A. Peckham, formerly sales promotion manager of the Corning Glass Works, Corning, N. Y., and, more recently, advertising manager of Wm. A. Rogers, Ltd., Niagara Falls, N. Y., silverware, has joined the staff of Burton Bigelow, Inc., Buffalo, N. Y., advertising agency, as an account executive.

## Changes in Dow Chemical Company

W. F. Stumpfig, a member of the sales department of the Dow Chemical Company, Midland, Mich., has been appointed advertising manager of that company. He succeeds Leland I. Doan, who has been made sales manager.

## Appoint Essig Agency

The Gruss Air Spring Company of America, Ltd., Los Angeles, The Port Oxford Cedar Products Company, aeronautical wood division, Marshfield, Oreg., and The Electric Railroad Sales Corporation, Chicago, have placed their advertising accounts with The Essig Company, Los Angeles advertising agency.

## Macaroni Account to R. J. Potts Agency

The American Beauty Macaroni Company, Kansas City, Mo., has appointed R. J. Potts & Company, advertising agency of that city, to direct its advertising account.

## New Account for United Agency

The Keller-Heumann-Thompson Company, Inc., Rochester, N. Y., clothing manufacturer, has appointed the United Advertising Agency, New York, as its advertising and sales promotion counsel.

## Cincinnati "Post" Appoints Procter & Collier

The advertising account of the Cincinnati Post, a Scripps-Howard newspaper, has been placed with The Procter & Collier Company, advertising agency of that city.

## Golf Tee Company Appoints Devereux & Smith

The Golf Tee Company, Amsterdam, N. Y., has appointed Devereux & Smith, Inc., Utica, N. Y. advertising agency, to direct its advertising account.

## Henry Hutt Opens New York Studio

Henry Hutt, artist, who has been located at Los Angeles, has opened a studio at New York for commercial and water color portrait work.



Mr. W. A. Forbes,  
Platt-Forbes, Inc.,  
468 Fourth Ave.,  
New York, N. Y.

Dear Mr. Forbes:

When you mentioned that you were going to talk to the Sales Representatives of THE NEW YORK TIMES, the following thought occurred to me. I wonder if they realize what a powerful medium they have in their Sunday Magazine Section, as a way to reach food buyers. In our experience we have found it outstrips many publications which claim to have an exceptional appeal to the food-buying public.

To sum it all up, it seems to me if a paper is well edited, its advertising pages will be read with confidence whether or not the publication is edited for a food market.

Very truly yours,

*Howard Fuer*  
THE PATERSON PARCHMENT PAPER CO.

Manager Advertising  
and Sales Promotion

WHE:S

MR. FORBES told the stories of five advertising successes in The New York Times Magazine—Stakmore, Patapar, The Child Welfare Guild, "\$ My Finances \$" and The Living Tree Guild. Send for a reprint of this story of facts.

# The New York Times

MAGAZINE

A PART of the SUNDAY EDITION. PRINTED and ILLUSTRATED in ROTOGRAVURE

# NEW WORDS TO

**I**N the year just closed, three investigations of the architectural press were made to determine the relative standing of the various papers. The investigations were conducted by The Sherwin-Williams Company, Truscon Steel Company, and The Fisher-Wilson Advertising Agency.

The results of these three investigations confirm in every particular every other investigation made in recent years.

In every case they were won decisively by the same publication.

The Truscon Steel investigation covered the entire Sweet's Catalog list of architects. Over 2000 replied. *The Architectural Forum received more first votes than the next two magazines combined.*

The Fisher-Wilson investigation covered 33 key cities throughout the United States. Important architects in every city were personally interviewed. *The Architectural Forum received as many first votes as the next two papers combined.*

# FAMILIAR MUSIC

The Sherwin-Williams investigation covered a selected list of outstanding architects in different cities picked by Sherwin-Williams' district managers. *The Architectural Forum received as many first votes as the next three papers combined.*

In the face of this overwhelming preference for *The Forum* on the part of architects, it is natural that advertisers and advertising agencies have again in 1929 placed *The Forum* very substantially first in advertising volume and in advertising revenue.

We take this opportunity of expressing our appreciation to architects, advertisers and advertising agents for their consistent recognition of *The Forum's* publishing policies and standards over a long period of years.

In 1930, we promise a magazine more useful to the reader than ever before and obviously therefore, more useful to the advertiser.

Copies of these recent investigations may be had by addressing *The Architectural Forum*, 521 Fifth Avenue, New York City.

## Jury for 1929 Harvard Awards Selected

THE jury which will determine the winning entries for advertising material submitted in competition for the Harvard Advertising Awards for 1929, has been appointed. It includes:

Frank A. Black, publicity manager, William Filene's Sons Company, Boston; Don Bridge, advertising director, Indianapolis *News*; Lee H. Bristol, vice-president, Bristol-Myers Company, New York; Allan Brown, advertising manager, Bakelite Corporation, New York; Ray H. Griswold, Griswold-Eshleman Company, Cleveland; Robert L. Johnson, advertising manager, *Time*, New York; William A. Kittredge, The Lakeside Press, Chicago; Bernard Lichtenberg, Alexander Hamilton Institute, New York; Joseph Platt, art director, *Delineator*, New York.

Raymond Rubicam, president, Young and Rubicam, Inc., New York; Melvin T. Copeland, professor of marketing, Harvard Business School, and Neil H. Borden, associate professor of advertising, Harvard Business School.

The jury will meet at Cambridge during the latter part of January. The winners will be announced there at a dinner to be given in February.

### Appoints LaPorte & Austin Agency

The Scovill Manufacturing Company, Waterbury, Conn., brass goods, has appointed LaPorte & Austin, Inc., New York advertising agency, to direct its advertising account.

### Myron Forbes Leaves Pierce-Arrow

Myron Forbes, for the last seven years president of the Pierce-Arrow Motor Car Company, Buffalo, N. Y., has resigned.

### National Letter Guild Formed

The National Letter Guild, Inc., an organization of letter service plants throughout the country, has been formed at New York as a creative and idea service for direct-mail advertising.

### Life Insurance Sales for November

New ordinary life insurance sales for November amounted to \$704,316,000, against \$667,633,000 for the corresponding month of last year, representing an increase of 5.5 per cent. For the first eleven months of this year, new ordinary life insurance sales amounted to \$7,960,652,000, as compared with \$7,389,248,000 for the first eleven months of 1928, an increase of 7.7 per cent.

These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

### Sesquipedalianism Got Socked

ADDISON VARS, INC.  
BUFFALO

#### *Editor of PRINTERS' INK:*

Mr. Metzger's article "A Little Salt on the Tail of Copy" [December 12 issue] is very much in order. His is a noble sock against sesquipedalianism.

Most copy writers will glibly term their efforts "printed salesmanship." Too much of it is actually stunted salesmanship that never penetrates its mark, because it cannot penetrate the minds of the multitude.

If we season our stuff with more of Mr. Metzger's "salt," we unconsciously add pepper to it.

HENRY L. BARBER.

### New Accounts for Freeze-Vogel-Crawford

The Motor Power Equipment Company, St. Paul, Minn., manufacturer of attachments for tractors and other automotive parts and accessories, has appointed Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account. The Northwestern National Insurance Company, Milwaukee, fire insurance, has also placed its advertising account with Freeze-Vogel-Crawford.

### Curtis 1000 Transfers G. M. Bogue

G. M. Bogue, vice-president and assistant general manager of Curtis 1000, Inc., St. Paul, printer and stationer, will be transferred from that city to the Hartford division of that company on January 1. He will continue to have general supervision of production of all plants.

### Made Advertising Manager, Gotham Knitbac

Bettina J. Vigleze has been appointed advertising manager of the Gotham Knitbac Service Company, Inc., New York. She has been with the advertising departments of Stern Brothers and Saks Fifth Avenue, both of New York.

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# INDIANA

**Far reaching, pros-  
perous farms—stra-  
tegically situated  
industrial cities—a  
rich, active market  
you cannot afford  
to neglect.**

**And here—as in the  
fifteen other states  
where Packer main-  
tains outdoor adver-  
tising plants—na-  
tional advertisers  
depend upon Packer  
for the fine coverage  
and splendid service  
that has so quickly  
earned for the  
Packer organization  
the enviable reputa-  
tion it enjoys today.**

# PACKER

*Executive Offices:*      *Operating Office for*  
**UNION TRUST BLDG.    I N D I A N A**  
**CLEVELAND, OHIO       R I C H M O N D**

The  
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ricksn





sp Co.

230 PARK AVENUE  
NEW YORK CITY

Imagination is the truest friend an ambitious Fact can have. Not only does it flash the signals on the road to commercial success, but it provides much of the motive power that means reaching the goal. The progressive advertising agency never fails to promote and strengthen this friendship between two powerful allies.

# The Technique of Interviewing

II\*—Further Suggestions for Getting the Questionnaire Information You Are Seeking

By Aesop Glim

YOUR next important job is to explain to your field workers the position of the reporter in relation to the person interviewed. Get right down to fundamentals. What is your position in an investigation? You know practically nothing of the particular problem with which you are faced. At least, your information is so vague that you refuse to base a decision on it.

Who is the person on whom you call? He is an authority on some phase of the subject—otherwise you are wasting time in calling on him. This is true whether you are interviewing the president of an oil company or the owner of a small filling station. Your salary may exceed the earnings of the man you are interviewing and your position in the world of business may be more exalted, but don't let these handicap you. That other man knows something you do not know.

For the present, he is the teacher, you are the pupil. Keep that in mind whether you interview a peanut vendor, a store clerk, a housewife or a chairman of the board. You must recognize this principle to be a successful reporter. If you hold yourself aloof or assume a superior attitude, you do not secure full benefits from your interview. The man you interrogate either dismisses you with a few perfunctory answers, because he rebels against the superior rank you represent; or he plays up to you and, in an endeavor to place himself on your level, gives you exaggerated answers. In either case your interview is a failure. Be honest with yourself and recognize your true position. Your mental attitude is of consequence.

This matter of relationship is no theory or ism, it is practical. Make

a mental picture of the man you are to interview. What general class of business men call on him most frequently? They are salesmen. What is a salesman's basic job? To tell the other man to buy, to tell him to buy this, to tell him why this is superior—he is the teacher, the one interviewed is the pupil. Theoretically the salesman is constantly endeavoring to impart knowledge.

On the other hand—each of us entertains privately a fairly respectable opinion of his own capabilities. Each is reasonably positive that his ideas will ultimately bring success and world-wide fame. The most insignificant workman is an authority on his business in the eyes of his wife and intimate friends. They consult and look up to him. He points out to them the errors of the president of his company and explains, in a positive way, how he would handle the situation.

How do you act when a visitor in your home remarks on your grasp of world affairs? How do you feel when someone praises your golf or bridge, although deep in your heart you recognize that you are playing beyond yourself?

Apply all this to the man you are to interview. Daily he sits at his desk listening to those who make it their business to try to tell him something. He is deprived of the pleasure of expounding his knowledge. Salesmen are trained to overcome his objections, to brush aside his opinions and to tell him something.

You enter his office. Someone else to tell him something? Here is where your mental attitude and your full understanding of the relative positions play their parts. He soon recognizes that you differ from those who have preceded you. You are not imparting knowledge. You have come to him for his advice; you consider him an author-

\*Part I appeared on page 44 of the December 26, 1929, issue of PRINTERS' INK.

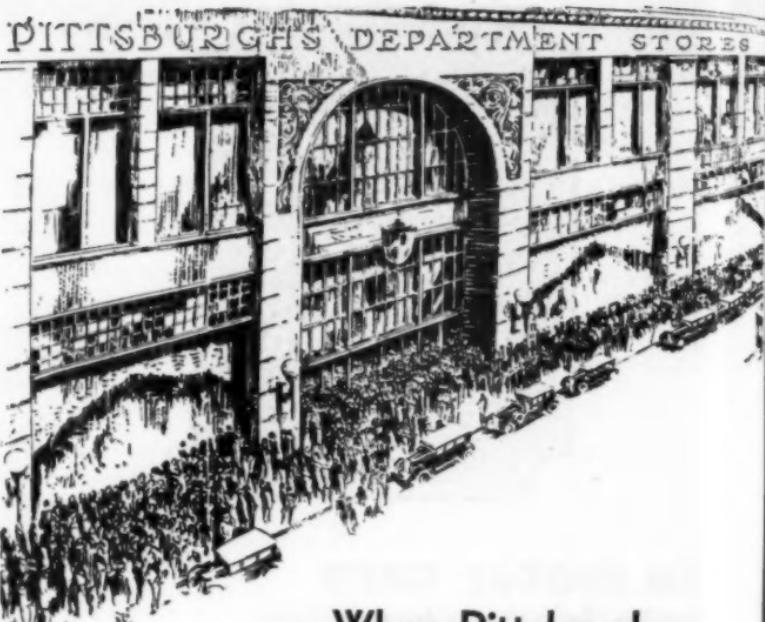


In motor cars  
it's horsepower  
but in newspapers  
it's *housepower*  
**500,000 families**  
**read Cleveland**  
**Sunday papers**  
**giving full city**  
**coverage and**  
**more suburban**  
**and country than**  
**any other combination**  
**and no duplication**  
**at a dime**

**THE CLEVELAND NEWS**

George A. McDevitt Co., National Representatives

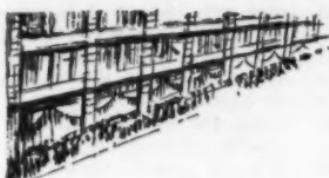
Jan. 2, 1930



When Pittsburgh  
DEPARTMENT  
STORES Advertise  
**TOILETRIES**  
They consider that . . .



THE PRESS  
HAS THE HABIT  
OF  
PRODUCING  
RESULTS



When you sell your products to a Pittsburgh Department Store the chances are long that The Press will be the newspaper selected by the store to sell your product.

During the first eleven months of this year, Pittsburgh Department Stores placed in daily and Sunday editions of The Press, 65,814 lines of advertising on Toilet Requisites alone. This lineage exceeds by 10,000 lines the total placed in the other evening and Sunday Pittsburgh paper and it is more than double the total placed in the six-day morning Pittsburgh paper.

Since Pittsburgh Department Stores consistently select The Press to sell your product in Pittsburgh, isn't it logical that The Press should be your first choice when you set out to do the same job?

*Measurements by Media Records, Inc.*

## The Pittsburgh Press

A Scripps—Howard Newspaper

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NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
... OF THE UNITED PRESS  
*and of*  
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

ity; you respect his opinion; you want *him* to help you solve a problem. If he is at all human, if you are any kind of reporter, you are going to have a worth-while interview. But don't act your part; feel it.

Explain the purpose of your visit quickly and briefly and then *listen*. Of course you are not mute; but do as little talking as possible. You are here to learn and to get information from this particular man. Don't be in a hurry to interrupt with your questions; let your prospect talk. If he goes off on a long tangent, bring him back. When he is once more on the right path, listen. If he tells you something extremely important, comment on it. Impress upon him that he is your authority. A word of praise, properly interjected, will keep the interview alive and a few words of appreciation will go a long way toward securing all the information you want and maybe more than you have any right to expect.

Be interested in what a man has to tell you—show that interest outwardly—and he will tell you everything you want to know. When your prospect has finished, take out the used envelope previously referred to—on which you have briefed your questionnaire. Check it over with him.

Have regard for your prospect's time. Stay with him until you get all your information, but do not ask him to give you one extra minute for idle conversation. *The moment* you are outside of the building, fill in your questionnaire. The space allotted for remarks will be hardly large enough for you to tell all you have learned.

I have thus far emphasized two points—interviewing without the questionnaire and the recognition of the true relationship between the reporter and the person on whom he calls. Have your force understand the full significance of each and you will have laid a foundation for good interviews.

My third point is—your field men must know a reasonable amount regarding the problem on which they are working. Theoretically they should know all the ins

and outs, but this is not always practical. From a cursory study, you have some general knowledge of conditions in the business under consideration. Tell your field force what the general situation is and outline the immediate problem. Your reporters should be able to talk intelligently with dealers and consumers and answer immediately all questions put to them. Otherwise they lose opportunities to get much valuable information. They are your contact with the public. Give them enough information to get rock-bottom facts.

✓ Fourth—don't worry about or give much thought to the question of whether or not the name of the firm is to be made known. It is rarely necessary to give this information. I recall an extremely important investigation to determine the possibility of amalgamating various units of a prosperous industry, where it was necessary to secure private figures. The job came through a third party. We frankly explained to the executives interviewed that we did not know who the client was, other than that he was a banker. We secured the information from every company but one. If you are asked that question at the beginning of an interview, say that you do not want to reveal it at the start, because it may influence answers. When an investigation is made by a second or third company, the mention of the name of that second or third concern is all that is necessary. When it is desirable for advertising value to tell who is making the survey, try to keep from revealing the name until all your questions have been answered. Some people will take opportunity to praise or pan—unduly.

✓ Fifth—*instruct* your force always to see the right man in an organization. Get your facts from authoritative sources only. Many people in a concern can give information, but very few can give full and accurate information. See the proper person at the start and avoid wasting time in going from one subordinate to another. Go right up to him and say, "Mr. A., my name is X. I have been working on a problem and I am not

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getting anywhere with it. I have come to you to help me out." Keep on talking—this is your one chance to do so—and do not give him the opportunity to tell you that he hasn't the time or the inclination to go over the matter with you. Be one jump ahead of him. "I know you are busy and I feel like an intruder in asking you to set me on the right track. I want a few minutes only, to find out something about the Blank business. Here is my problem, etc., etc." Explain your problem and ask him the most important question on the questionnaire. Such an approach is generally successful. It is not necessary to use these exact words; be natural and honest and tell the executive why you have come.

#### *Nothing to Sell*

You recognize what you are doing in making such an approach. In half a moment's conversation, you show that you are not selling anything, that you look up to this man as an authority and that you are asking him to tell you something. With a few words you have broken down any resistance and laid the groundwork for a good interview. Use the same technique in interviewing retailers. Tell them immediately that you have a problem and that you are appealing to them for aid in solving it. In house-to-house investigations, secure the confidence of the housewife at the start. Take a moment or two before wading into the questionnaire and explain that your company wants her assistance in deciding a business problem and let her know that you are not a salesman with a novel approach. Make it a rule to be candid and you overcome the majority of difficulties.

I have pointed out the necessity for your field workers to secure the confidences of the people they interview. It is just as important for you to gain the confidence of your force. This is my sixth point. You are dealing with men and women in whom you have faith. Let them know it. You realize that every interview does not result in a satisfactory report. Some people refuse to consider the investiga-

tion seriously and give flippant answers. Others, in an effort to be courteous, answer the questions quickly and without thought, so they can dismiss the reporter. The field man recognizes that a few persons are giving him colored answers. These can all be called interviews, for the reporter saw the person, asked the questions and secured answers. But do you want these reports? Will they help you or will they swing averages and give a distorted picture of conditions? If you lack the confidence of your worker and demand a stated number of reports each hour or each day, these will be turned in to you; they will be tabulated and made a part of your final report. However, if your reporter recognizes your trust in him, he will guard against weak reports reaching the tabulator. Instruct your people to grade their reports and to indicate with a D those on which any doubt exists. An explanatory note will tell why the accuracy is questioned. In this way, only the satisfactory reports will be tabulated.

Seventh—in some cases it is necessary to furnish your reporter with the names of those to be interviewed. In such instances, do not insist upon a report from every person on the list. Some people refuse to give information. One man may be too conscious of his own importance; another may have secured orders from headquarters not to talk to outsiders about company affairs; a third may be an ordinary grouch. Through persistency, your reporter can get his questions answered, but the accuracy of those answers is open to doubt. As a rule, it is preferable to pass up the interview. If it is necessary to get information from certain firms—a true survey rarely rests on a few reports—secure it in some round-about way other than from the man who rebels against giving it. Don't let your reporter waste time and effort on stubborn or unwilling prospects.

Eighth—in every research study, the element of time is an important factor. It probably causes more trouble to the director than anything else. In describing the ideal

# G



INDUSTRIAL GRAPHICS

U.S. Steel Standard size of  
a Number

Graphic Communication Services size of a Number

Six of the

LOS  
SAN FR  
OAKL

# T AKE WRIST WATCHES, FOR INSTANCE . . . . .

In some states, and in parts of many states, you simply can't appear with spots, Malacca and wrist watch. Public sentiment is agin it.

Maybe the advertising phrase "consumer acceptance" is coming back into style. At least we are beginning to pay more attention to the human differences and local habits of thought that make advertising and sales plans pan out or fizz out.

Some of the factors of difference between exceptional and average communities can be reduced to statistics. Now take the Pacific Coast:

58% more people here pay income taxes. The average tax paid is 55% higher than the national average. The standard of living is indexed as 165.1 instead of 100. Well over half (62%) of the population is urban, exposed to the temptations of your goods on display. Population is growing twice as fast as the national rate.

Comparisons of buying-power and spending-power should cause almost all well-advised advertisers to increase Pacific Coast lineage; to consider the coverage of Pacific Coast Hearst papers.

# PASTURES

## HEARST PACIFIC COAST COVERAGE



1390,180 CIRCULARS 1,560,000 FAMILIES

Six of the twenty-eight Hearst Newspapers read by more than 20,000,000 people

Evening

Morning & Sunday

**LOS ANGELES HERALD**  
SAN FRANCISCO CALL-BULLETIN  
OAKLAND POST-ENQUIRER

**LOS ANGELES EXAMINER**  
SAN FRANCISCO EXAMINER  
SEATTLE POST-INTELLIGENCER

Jan. 2, 1930

**Another Milwaukee Business  
Leader Predicts a Prosperous  
1930 in this  
Market!**

**WISCONSIN TELEPHONE COMPANY**

418 BROADWAY

MILWAUKEE, WISCONSIN

December 18, 1929.

Mr. John H. Black, Publisher,  
Wisconsin News,  
Milwaukee, Wisconsin.

Dear Mr. Black:

In connection with the interest prevailing everywhere at present regarding business prospects for 1930, I am happy to say the Wisconsin Telephone Company's 1930 program of construction and expansion exceeds by almost \$3,000,000 the current year's activity, which, incidentally, was the largest in the amount expended in the history of the organization.

Our 1930 budget for construction and expansion is more than \$14,000,000. About half of this amount will be expended in the Milwaukee exchange area, which includes the city and contiguous territory popularly referred to as "Greater Milwaukee."

At this time, there are connected to the Milwaukee exchange 155,227 telephones. It is estimated, at the end of 1930, there will be 164,027 stations served by the Milwaukee exchange, representing an increase of 8,800 telephones in the twelve-month period.

Very truly yours,

President.

**"YOU NEED  
THE NEWS"**

for adequate coverage  
of the rich Milwaukee  
Market

**WISCONSIN NEWS**

MILWAUKEE

ASK THE BOONE MAN

field man, I pointed out that he is not concerned with time itself. He differs from the salesman and, in directing him, you must not use the same tactics you employ with a salesman. The latter is naturally a go-getter. He hustles about and is constantly on the jump. The research field man moves more slowly and takes his time with every interview. He considers what the present brings forth rather than what must be done next. No good comes from your avoiding this issue. You face a problem. On the one hand, you are being pressed for a report; on the other, you are dealing with men you dare not hurry too much. Do not lose sight of your purpose—above everything else, it is to secure facts. If it takes a little longer to get those facts than you anticipated, make time somehow or cut down the number of reports each man is to secure. Do not rush your force too much.

While the comparison is not complimentary, I always think of chickens when the orders are to rush the field men. If let alone, the chicken is a calm bird. When flustered, she runs about aimlessly. So it is with a field worker. Let him get his information in his own way and he brings in good full-of-meat reports. Hurry him and he becomes so flustered that his reports fall off in quality. There is a happy middle course, which you must follow. Impress your men with the importance of time and ask them to help you as much as they can, by securing more than the ordinary number of reports a day. If you have sold yourself to them, they will respond by starting out earlier, by cutting down the lunch hour and by working later. A better rule is to plan your survey far enough ahead so that no part of the work will be rushed.

Let me cite an example which illustrates the results of hurrying field workers too much. Some time ago I undertook a survey to determine what factors most influence the purchasers of—say a truck, for that is close enough. With wide open eyes, we asked what make of truck the prospect planned to buy

next. We realized that the majority of answers would not be usable; but through subsequent questions we hoped to unearth those features by which a truck is judged. To our surprise, the first reports received indicated that a large number of people had definite ideas on this question—that they were thinking of certain makes and for positive reasons.

Suddenly we were informed that the balance of the reports had to be in on a fixed date. We implored our men to finish their work quickly. We resorted to telegrams.

The later reports differed from the others; they indicated that those interviewed had no idea of what make of truck would be purchased next! Here was a discrepancy which needed explanation and it was not difficult to get that explanation. In the beginning, the field man who recognized the importance of that question, had used his head. When he was told that no specific make was in mind, he let it go at that and went on through the questionnaire. At the conclusion he returned to that question and made a flank attack. He talked of the AB truck. "I wouldn't buy an AB truck," the prospect said, "I have been told, etc., etc." Then he talked of the BC truck. "A competitor of ours has seven of these and I would not let one of them in my shop because—" Next he took up the DC truck. "There is a real truck," the prospect said. "They have our trucks beaten a mile. When we make our next buy, etc., etc." In that way the reporter secured the very information desired.

Then he received our letters imploring him to rush his reports and next our telegram reached him. He did hurry and he now secured two reports in the time formerly spent in getting one. Now, there was no time for a side track. He hurried and rushed about and filled his quota on time. He did what we asked. But we paid for the speed with reports not in any way as satisfactory as they should have been.

First and last—do be sure that each reporter clearly understands the meaning of every question in

your questionnaire. Even when you have built your questionnaire along the careful lines I have outlined in previous articles, do not fail to go over each question and explain its meaning. Cross-examine your reporters until you are sure that each of them knows the purpose of every question. It is surprising to learn how many people get different ideas from the same words. (Our Supreme Court has been divided five to four on many questions.) Unless you are careful, some of your reporters will misinterpret a question and this will cause confusion when the papers are tabulated.

It is a wise practice for the director to make a personal test of his questionnaire before he hands it to his field workers. It is to your advantage to feel out the situation through actual contact. You are then in a better position to instruct your men and you can remedy any defects in the questionnaire before it is given to them. Have your field men send in their first day's work so that you can examine the reports secured by each and correct any misunderstandings. It is advisable to have your force make a one-day test before starting out on their final work.

\* \* \*

Space demands that I go no further with this article. I—even I, Aesop Glim—do not pretend to have covered all sides of the question, but I feel I have started you, my dear pupils, on the right path. When you grow to be big advertising and sales executives, follow these words of advice and your field force will give you better reports than you would otherwise receive.

#### New Advertising Business at New York

M. J. Donahue, who recently conducted an advertising business in his own name, and J. G. Mayer, advertising manager of the Anchor Post Fence Company, Baltimore, have opened an advertising business at New York under the name of the M. J. Donahue & J. G. Mayer Advertising Agency, Inc. Mr. Donahue was, at one time, advertising manager of the Bramhall-Deane Company, New York, ranges and kitchen appliances.

#### Disposes of Norfolk "Ledger-Dispatch" to Associates

S. L. Slover, owner of the Norfolk, Va., *Ledger-Dispatch*, has disposed of the controlling interest in that newspaper to a company headed by P. S. Huber, as president, and including as its officers and stockholders: Frederick Lewis, Henry D. Perkins, Douglas Gordon, F. S. Cook, N. N. Hill, C. E. Boggs, Roy W. Nagle and others. Most of the members of the new company have been associated with Mr. Slover in newspaper work for more than twenty years and some of them for nearly twenty-five years. Mr. Slover is retaining a substantial minority interest in the *Ledger-Dispatch* and will continue as chairman of the board.

#### Appoint Burke, Kuipers, Mahoney & Payne

The Gilroy, Calif., *Gazette*, formerly a bi-weekly but now being published daily, has appointed Burke, Kuipers, Mahoney & Payne, Inc., publishers' representative, Chicago and New York, as its Eastern advertising representative.

The Hanford, Calif., *Journal* has also appointed Burke, Kuipers, Mahoney & Payne organization as its Eastern representative. This appointment is effective January 1.

#### J. G. Gaumburg with Porter Agency

J. Godfrey Gaumburg, formerly with the New York and Chicago offices of the Reincke-Ellis Company, and at one time with the Gardner Advertising Company, Inc., has joined the art staff of The Porter Corporation, Boston advertising agency. He was also formerly with the Fisher-Wilson Advertising Agency.

#### S. H. Beebe, Advertising Manager, Fada Radio

Stanley H. Beebe has been appointed advertising manager of F. A. D. Andrea, Inc., Long Island City, N. Y., manufacturer of Fada radio receivers. He has been with the Fada company for several years in charge of sales promotion work.

#### F. W. Lindblom Joins Walker & Company

Fred W. Lindblom has been appointed sales promotion manager of Walker & Company, Detroit, outdoor advertising. He succeeds John R. Gray, who has joined the Grit Publishing Company, Williamsport, Pa.

#### Assumes Additional Duties with Reading Iron Company

R. W. Thompson, advertising manager of the Reading Iron Company, Reading, Pa., has been appointed sales manager of the Cut Nail Division of that company in addition to his duties as advertising manager.

On its  
100<sup>th</sup>  
*New Year's Day*  
the  
*Boston Transcript*

extends to all  
Best Wishes for

a

*Happy New Year*

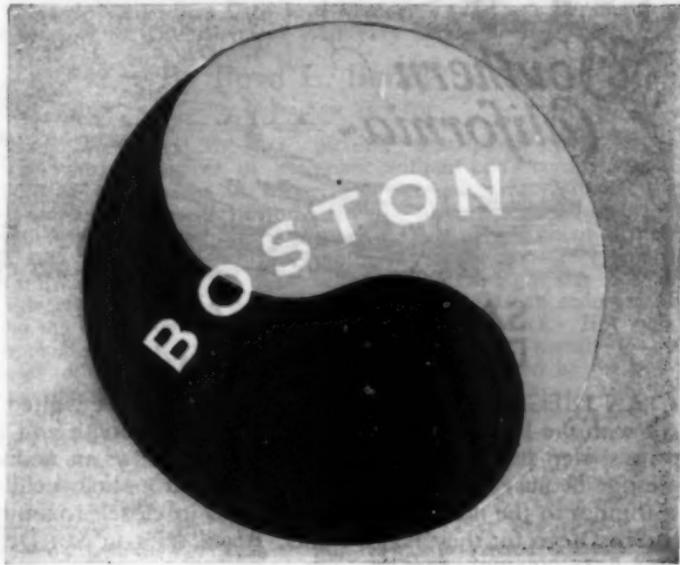
# TWO MARKETS IN ONE

In any selling campaign which attempts to cover the high other la  
of the country, Boston is one of the few market centers w  
*must be included.* Boston is a key point for the distribution  
merchandise. It is a separate and distinct trading territory r  
as the fourth largest in America.

All of New England cannot be dominated by Boston, although B  
newspaper advertising has a considerable effect throughout New E  
and paves the way for later advertising and merchandising in the  
New England markets. The big market for Boston newspaper adver  
lies within the thirty-mile radius immediately surrounding Boston.  
are nearly three million people eager and able to buy branded merch  
that has proved its worth.

To cover the Boston market advertisers must plan their advertising  
paings differently from those designed to blanket other cities. An  
reason—Boston is not merely ONE big market, it is *TWO markets*  
*in ONE.* Two groups of people compose these markets. Two  
groups differing from each other because of the influences of  
tradition, sentiment, heredity and environment confront the adver  
tiser, and both groups must be effectively reached to assure ad  
vertising success.

## BOSTON HERL



high other large cities there is usually one newspaper of outstanding circulation that an advertiser can use to reach the bulk of the market, but in Boston. Here the situation is entirely different. There are four papers of major importance. But, these papers are divided in their sympathies and opinions as are Boston's people. Of the four, but one, the Herald-Traveler, has any influence with one of these two population groups. Because of differences in editorial policy and other features the other three newspapers do not interest this group. But because these three papers are similar to each other in most respects, they do appeal to the people commanding the other group.

advertiser's problem is not so much which paper as which group. The Herald-Traveler will carry his message to the more responsive and more suitable group of Boston's buyers. To cover the other group and reach the entire market, one other newspaper should be used.

*Advertising Representative:*

GEORGE A. McDEVITT CO.  
250 Park Avenue, New York, N. Y.  
914 Peoples Gas Building  
Chicago, Ill.

For eight years the Herald-Traveler has been first in National advertising, including all financial, automobile and publication advertising among Boston daily papers.

# RLD - TRAVELER



## SAN DIEGO . . . A Clearly Defined Metropolitan Market

**S**AN DIEGO is the most southwestern city in the United States, with the Pacific to the west, Mexico to the south and a prosperous, alert market to the north and east. It enjoys an undisturbed prestige because Los Angeles, its nearest metropolitan neighbor, is 130 miles to the north. 54 thriving towns in close proximity look to San Diego for their major wants. Retail sales in San Diego exceed \$115,000,000 annually.

Here is an unexcelled harbor utilized by 21 main steamship lines; 383 manufacturing establishments engaged in 60 different enterprises, manufacturing products valued at nearly \$60,000,000 with an annual payroll of \$8,500,000; the headquarters of the Eleventh Naval District, with its training station, Marine Corps base and school, Naval hospital, base for the Pacific Destroyer Fleet, air port for the Navy and an air field of its own for the Army, representing government investments of over \$40,000,000 and an annual service payroll of over \$20,000,000; civilian air activities that have earned the city the name of "Air Capital of the West" . . . all these are just a few of the advantages which San Diego enjoys. Thousands of families from every state in the Union have made San Diego their permanent home, bringing with them wealth earned in other communities.

The SAN DIEGO UNION TRIBUNE has a concentrated influence in the San Diego trading area, enjoying the good-will of its readers and earning a responsiveness to its advertising in such a measure that its lineage figures place it among the leading newspapers of the country. Once a foothold has been gained and distribution established in this market, a steadily increasing volume of business from people well able to buy anything there is to sell, can be relied upon. National advertisers seeking to enter this market, or to strengthen their already established positions there, will logically begin with a campaign in the San Diego Union and Evening Tribune.

4

## SOUTHERN CALIFORNIA NEWSPAPERS

ASSOCIATED

Detroit  
Chicago  
Los Angeles



New York  
Portland  
Seattle

564 Market St., SAN FRANCISCO • Kearney 3834

Alhambra	
Post-Advocate	
Calver City	
Star-News	
Glendale News-Press	
Hollywood News	
Long Beach Sun	
Monrovia News-Post	
Pasadena Post	
Redondo Breeze	
San Pedro News-Pilot	
Santa Monica	
Outlook	
<hr/>	
and the San Diego	
Union-Tribune	
covering a	
metropolitan market	
of its own.	

# "With Apologies to Briggs"

Even Though Names Are Used in a Manner That Does Not Imply Endorsement, the Advertisement Will Very Likely Be Held Illegal

By Boyd L. Bailey

Member of the New York Bar

**D**OES the law permit the use of the name or picture of a person without his consent in an advertisement which does not state that he endorses the product advertised?

There are many examples of this type of advertisement. One is indicated by the title of this article: "With Apologies to Briggs." This type shows a cartoon of well-known characters, such as "Mr. and Mrs." drawn by some one other than their originator. Down at the bottom will be, "Apologies to Blank," Blank being the man who draws those characters for the comic supplements.

A picture of the Prince of Wales talking to a man wearing X shoes is another example. The advertisement does not state and may not infer that the Prince prefers X shoes. Another is the poetry of a living poet paraphrased to suit the needs of the advertiser, followed by, "As Blank might have written it." Or an advertising agency may tell the public to engage its services and thereby "Get behind President Hoover in promoting business."

All these advertisements use some well-known person's identity or mental creations to attract attention. They borrow that person's good-will or attention value. They are unlike those of the testimonial type because they do not state that the person named or pictured commends the advertised product.

In the present state of the law, the only advice possible is that every advertisement above described is illegal.

The reason is that each violates the right of privacy of the person it names or whose likeness it exposes. That right, as has been stated (*PRINTERS' INK*, August 1, 1929, page 121; August 8, 1929, page 93), is very broad. It is the right not to have one's individuality, personality, or identity (name,

picture, description, etc.) made public without one's consent.

The right of privacy protects the man who wishes to go through life entirely, or in part, without attracting public attention. It is much broader than the right not to have one's name used as an endorser of an advertised product. Not only does it permit the hermit to go through life unnoticed by the public (within the limits set by the right of freedom of speech and of the press) but it permits the notoriety seeker (within the same limits) to decide for himself in what connection his name shall so appear. In other words, it is for him alone to decide whether his name shall be used to attract attention to an advertisement of soap. His right to restrict the use of his own name is closely comparable to his rights in the case of his business trade name.

#### *Public and Private Interest*

The reader may wonder why men who are always the objects of news and journalistic publicity are free to object to similarly unsought publicity from the advertiser. The reason is, briefly, that there is a public interest in freedom of the press and only a private interest in freedom of the advertiser. Freedom of the press to state opinions as to public characters is a distinguishing mark of a free country. Particularly in case of office holders, public opinion is exceedingly important and, needless to say, public opinion cannot satisfactorily be formed without public discussion.

Thus, if an editor says in his editorial page, or in the news column: "Mayor Walker is known the world over for his dress. Vote for a man who is known for other things," that is an exercise of free speech which the public has a serious interest in protecting.

No such public interest affects

the mercantile advertiser. If he advertises: "Mayor Walker makes a world-wide impression by being dressed well. You would, too, if you wore our suits," he is simply using the Mayor's name for its attention value to promote his private interests.

The rule is, therefore, that no one waives his right of privacy, as far as advertising is concerned, by becoming widely known.

Violation of copyright may lead to liability in the cartoon cases. It has been held with increasing uniformity in the Federal courts that cartoonists have an exclusive right to the characters they create, provided they have obtained a copyright. The defendant may not steal those characters for cartoons of his own. Barney Google's creator was even held entitled to relief where the defendant modeled Barney's celebrated horse in wood and sold it as a toy.

Similarly, too close paraphrasing of a poem or other literary work may constitute violation of a copyright.

The line at the bottom, "With Apologies to Blank," provides no legal protection. It is in the same class with "Excuse me," and "Pardon me." However, it may make Blank feel better. It also has the effect of bringing in Blank's name without his consent.

There is a common sense aspect of this subject that is highly important. Suppose a man is on a cross-country hike. In front of him is a tempting woodland in dire need of exploration. It is surrounded by a wooden fence. He doesn't need a lawyer to tell him that the woodland is private property and that walking on it is trespassing. Yet, because he anticipates no objection, he crosses the fence. Most lawyers would do the same thing without even a thought about the law of trespassing.

Regardless of legal rights, it is a matter of common sense that most men will not sue unless they feel themselves aggrieved. It is well nigh impossible to believe that President Hoover would feel otherwise than gratified on reading the advertisement suggested above: "Get behind President Hoover in

promoting business. The best way is to advertise with this agency." Yet no lawyer can guarantee what his feelings will be. That risk is up to the client unless consent is obtained in advance. But there is very little risk in an inoffensive advertisement.

In several States, no damages need be proven in right of privacy cases. Damages will be presumed and the jury permitted to guess at them in those States. In the others, the only thing to fear is an injunction. The law of the place of publication controls. The place of publication is where the advertisement actually reaches the public, in all probability. Hence, in a widely circulated periodical or newspaper, the advertiser must abide by the law of the least favorable State. The fact, then, that no damages are apparent goes simply to the likelihood of suit, not of its success after it is started.

It may be that, at some future time, the courts will hold that a man has no right of action where he is mentioned only incidentally in an advertisement. But they have not done so as yet.

### New Account for Needham, Louis & Brorby

De Met's, Inc., Chicago, manufacturer of candy and operator of a chain of tea rooms, has appointed Needham, Louis & Brorby, Inc., advertising agency of that city, to direct its advertising account.

### Wholesale Dry Goods Institute to Meet

"The New Merchandising Service of the Wholesaler" will be the principal theme of the third annual convention of the Wholesale Dry Goods Institute to be held at the Hotel Pennsylvania, New York, on January 21 and 22.

### Appoints Hart-Conway Agency

The Weber Machine Corporation, Rochester, N. Y., sound equipment for motion picture houses, has appointed the Hart-Conway Company, Inc., advertising agency of that city, to direct its advertising account. Business papers will be used.

### Death of William Rankin

William Rankin, president of Rankin & Roux, Inc., Newark, N. J., advertising agency, died recently at Glen Ridge, N. J. He was thirty-six years old.



## A Continuously Busy Market

The city of Washington and 25-mile radius into Maryland and Virginia comprise a market, compact and self-contained—notably busy—unaffected by adverse trade winds or curb chaos. Day after day; season after season business pursues the even tenor of its prosperous way—to which upwards of 800,000 people contribute with their demands for luxuries and commodities.

Washingtonians have the highest percentage of spending money per capita of any city in the country.

Washington has a building programme—public and private—of prodigious volume—not only an element in prosperity; but an evidence of the demands of consistent and persistent growth and expansion.

It is a market generously responsive to the appeal of products of merit—and you can cover it completely and thoroughly with ONE newspaper—THE STAR—Evening and Sunday.

# The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
116 E. 42nd Street

Chicago Office:  
J. E. Latz  
Lake Michigan Building

# Jobbing Area The Best Guide in Farm Paper Selections!

RURAL buying follows basic jobbing lines, just as city retail trade does. To purchase agricultural advertising by arbitrary state units has no justification in modern merchandising. Transportation and distribution are what count. These factors have no bearing on state boundaries.

Around Kansas City rural trade flows through established channels that have been years in the making. Kansas City is the nerve center of the urban and rural market of Kansas and the western half of Missouri.

By using The Weekly Kansas City Star (agricultural) in addition to The Sunday Kansas City Star, advertisers can reach approximately one out of two families, both urban and rural, in the great territory which forms the natural jobbing area of Kansas City.

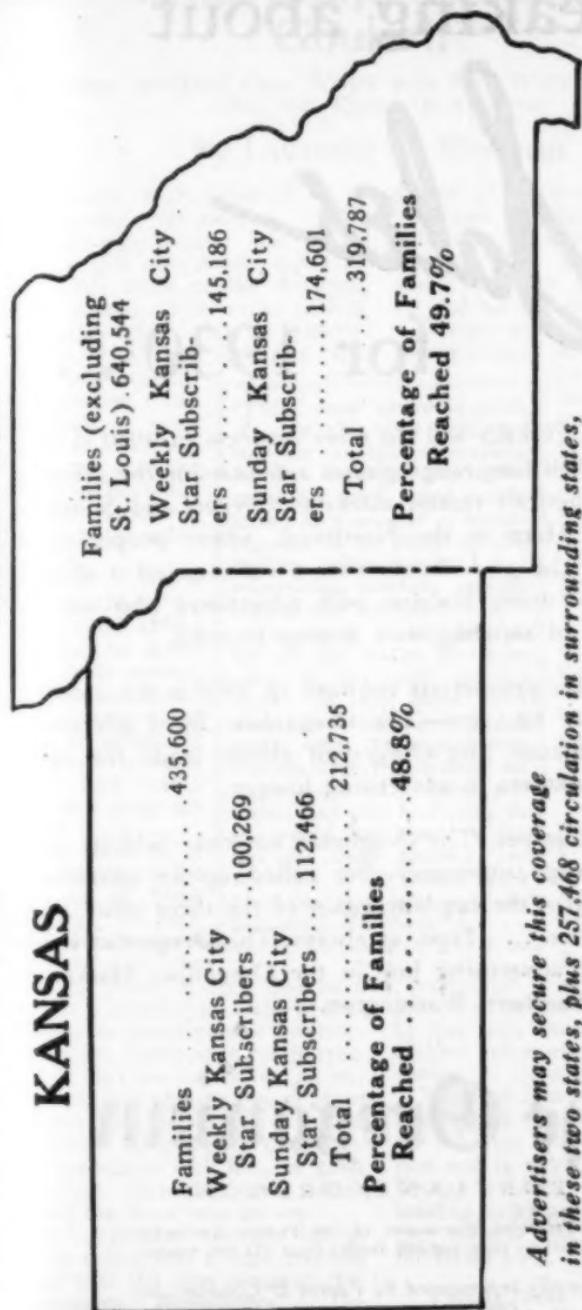
*The map tells the story.*

**MISSOURI**

KANSAS

## MISSOURI

## KANSAS



*Advertisers may secure this coverage in these two states, plus 257,468 circulation in surrounding states, at \$1.20 to \$1.38 $\frac{1}{4}$  per line.*

# THE KANSAS CITY STAR

# Speaking about *Sales* for 1930 . . .

A LOT OF FOLKS will do more business in 1930 if they put on their long-range glasses and examine the situation in one of America's richest markets—Oregon and Southern Washington. Here in the Northwest, where people shoot straight from the pocketbook, over a million and a quarter consumers are doing business with advertisers who use the right method of securing their buying support.

The key to this prosperous territory in 1930 is the same as it has been for 80 years—The Oregonian. Most advertisers know this, because The Oregonian always leads the other Portland newspapers in advertising lineage.

In 1929, for instance, The Oregonian not only held its year-after-year lineage supremacy, but rolled up an advertising gain greater than the combined gain of the three other Portland newspapers. . . . Now, as always, The Oregonian is the first and best advertising buy in the Oregonian Market of Oregon and Southern Washington.

## The Oregonian

P O R T L A N D , O R E G O N

The Preferred Newspaper of the Pacific Northwest  
Circulation: Over 100,000 Daily; Over 171,000 Sunday

Nationally represented by Verree & Conklin, Inc.

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
285 Madison Ave.	333 N. Michigan Ave.	321 Lafayette Blvd.	Monadnock Bldg.

# "What Simp Wrote That Goulash?"

Don't Blast the Poor Copy Writer with Such Withering Comments—Until You Know All the Facts

By Laurence G. Sherman

GEORGE MOGRIDGE is a capable, imaginative, well-seasoned copy writer. He has a genuine gift of subtlety and that indefinable sense of the dramatic which invests all he writes with a memorable glow. He has exactly the right touch and feeling to capture his readers' imaginations and set them to work—that invaluable sense of knowing where to stop—and let the reader's thinking complete the job.

You know George. There are two or three of him at least in every top notch agency. Men who would make advertising copy in general a thing of genuine worth and beauty—if they were allowed.

But there is a secret sorrow in the lives of all these Georges. In their minds are the phantoms of all the beautiful pieces of copy they have written—tantalizing will-o'-the-wisps, ever dancing above the atrocities which finally appeared in type.

If it isn't too harrowing an experience, let's observe one of these Georges being put through a course of sprouts with a piece of copy—and sympathize with him, or gloat over him, depending upon which side of the fence you are on.

Our particular George, let us say, is called into a copy meeting to go over the new campaign for Moistenaire Humidifiers. The theme of the campaign is to be a health appeal based on a proper

degree of moisture in the air of the home. George is told that he will have to write conversational copy—to put across compelling dialog between the family doctor and his clientele.

George winces—for he has a premonition of dire things to come.

In vain he tries to dissuade the meeting from following that lead. "It's going to be terrible," he protests. "You can't make a doctor talk like a salesman. It'll be just piffle. Awful piffle."

"Well, they want it that way," says the contact man. "We'll have to do the best we can and try to keep it from being too stilted and silly."

Now George can write conversational copy that sparkles and crackles—when it's a subject that lends itself to that kind of treatment.

But he feels that Omnipotence itself couldn't make sense out of the copy prescription he has been handed, so he has a decided inferiority fixation as he returns to his coop and starts work.

The first illustration is to show a little girl sick in bed. The doctor has just finished his examination and is talking to the mother. George evolves this copy, after battling to keep the selling plot intact without making his doctor a blithering idiot.

**THIS IS GOING TO BE A QUEER PRESCRIPTION, MRS. MURDOCK . . .**  
I want you to call up your plumber and tell him to put two or

three humidifiers on your radiators.

That's all that's ailing Marjorie—too much dry air. Her bronchial surfaces are all parched and dried by this baked air she's breathing.

About half of the colds and coughs in winter are nothing more than dry-air irritation. You'll find that Marjorie's wheezing will disappear in a hurry when she begins to breathe plenty of naturally moist air.

Oh, there are several good humidifiers. I put three Moistenaires in my house last winter, and I suppose I'm prejudiced in their favor. They've done all I could ask for.

Yes, do that, Mrs. Mur-

dock. You'll find they're all right. Here, let me write it down for you.

M-o-i-s-t-e-n-a-i-r-e. I think that's spelled right. Anyway, that's the name.

Then followed the bread-and-butter paragraph about the particular advantages of the Moistenaire. All the "musts" that had to go in concerning trade-marks, guarantees and the like.

George read it over and sighed wearily. "It's horrible," he groaned. "But what can I do?" And he went down to pay the Moistenaire advertising manager a visit.

The A. M. read the copy without particular enthusiasm. "H'm," he observed. "You haven't said anything about the guarantee or the special galvanizing. And the doctor isn't very enthusiastic about the Moistenaire." George pointed out that the guarantee, the trademark, the galvanizing and all the nuts and bolts were attended to in the selling paragraph at the end. "Yes, but it's got to be up in front. The doctor must get the story over with a punch. He's the mouth-piece of the company. That's why we wanted a doctor introduced—because it gives authority to what we say."

George doesn't offer any comment. He knows it's no use to say anything.

"Why don't you have him say something like this?" continues the A. M. "Your child is in danger, Mrs. Murdock. I must insist that she have plenty of moist air—and then have him go on and tell the Moistenaire story. You have to scare 'em. Make 'em sit up and take notice. Your copy is too weak and aimless. We've got to

sell Moistenaire right from the drop of the hat."

The upshot of it all is that George goes back to his office, his shoulders sagging a bit. "This is going to be one swell job," he mutters bitterly. "I'll get the royal bird when this stuff comes out in the magazine."

We won't follow him through all the vicissitudes of the next ten days. It is enough for us to know that his hands grow wet, and there is a hunted expression in his eyes when anyone mentions the word Moistenaire. Eventually, however, he takes his final effort down to his client. It is the masterpiece—the culmination of travail unspeakable. The advertising manager reads aloud:

**"THIS IS TERRIBLY, TERRIBLY SERIOUS, MRS. MURDOCK . . ."**

Your daughter is suffering from a common complaint in American homes. She should have more moisture in the air she breathes. I insist upon it. It is of the gravest importance."

MRS. MURDOCK: "But what shall I do, Doctor?"

DOCTOR: "Call your plumber immediately. Have him install Moistenaires in your home. These are the greatest necessity in the modern home. Without them you and your children are threatened with epizootic, dandruff, chilblains, measles, palsy, cramps, tetter, baldness and failing memory, to name some of the complaints found in homes not equipped with Moistenaires."

MRS. MURDOCK: "Oh, doctor, you frighten me!"

DOCTOR: "You *should* be frightened. You deserve it. Rash woman, to persist in living another day without a Moistenaire! Appalling! Why, the Moistenaire is made of the best galvanized steel! Made in a factory equipped with the most modern machinery! Each Moistenaire is stamped with the trade-mark so that you will not be misled by fraudulent imitations. The clamp which holds it on the radiator is made of the purest copper. It will last a lifetime. Every Moistenaire user is healthy, happy and good natured. There are no family quarrels in Moistenaire homes. Do not accept any other. If your plumber tries to sell you any other, write immediately to the Moistenaire Corporation, Department E-5, Moistenaire City, Michigan. They will attend to his case, and will see that you get a genuine Moistenaire at once."

MRS. MURDOCK: "Oh, doctor, I am so grateful! To think that I was ignorantly endangering my

# Cultivation of Key Men gives increased possibilities *in the* Cincinnati Market



Key men—merchants, executives and manufacturers—those individuals who buy and pass upon your product before offering it to the one million consumers in the Cincinnati market—are of utmost importance to the success of any advertising or merchandising plan.

At the start of a new merchandising effort or in the continuance of a well known brand, the key men must be sold.

The Times-Star offers adequate contact or home coverage of this group—in fact 80% every day coverage—and in addition offers advertisers a greater audience, greater reader acceptance and greater advertising dependence than any other Cincinnati newspaper.

The Times-Star is doing a double job and advertisers have for twenty-two years, placed the bulk of their advertising in its columns. Results tell, and one newspaper — The Times-Star alone — produces those results.

## The Cincinnati Times Star

*Eastern Representative*  
MARTIN L. MARSH  
24 West 40th St.  
New York City, N. Y.

*Western Representative*  
KELLOGG M. PATTERSON  
904 Union Trust Bldg.  
Chicago, Illinois

darling's life by living without the benefits of a Moistenaire!"

The advertising manager finished reading the copy and laid it down on the desk. "There—that's a fine piece of copy Mr. Moggridge. You've hit the nail right on the head. Do you think it would help any to have the doctor describe the trade-mark? He only mentions it in your copy."

"No," said George listlessly. "It wouldn't help any."

"All right, Mr. Moggridge. You know best. After all," with a

simpering snicker, "you're the man who writes the copy."

George went home with his okayed copy—and with his heart sloshing about in his boots. "Oh, the glad free life of a copy writer!"

\* \* \*

Months later the advertisement appeared. You, I and everybody read it—and frothed at the mouth. "What simp wrote *that* goulash?" we demanded. "Gosh, what unspeakable tripe gets into advertising these days!"

## What Groucho Says

When a Stock Market Loss Is a Gain

**H**OW much did the Wall Street barrage nick me?

Well, if you must have it, though it's none of your business, I lost \$1,849.61, thank heaven! Association with our Gentlemanly Treasurer forces me always to mention the 61 cents.

Why "thank heaven"? That's easy. Being nicked myself, I save four or five accounts through my sympathetic reactions, thus:

One morning Biddle came in: "Groucho, I'm ruined! Lost my shirt, and both collar buttons. Eighteen thousand gone! Evaporated! Wiped out! I suppose you are one of those wise guys who didn't get hit."

"No," I replied, "I'm nicked almost as hard as you are." (Not giving figures, of course.)

Result, Biddle and I are chums in misery. "Hooks of steel" binding us together, you know, and all that. If I'd been immune, I think Biddle would have taken the account away.

Then Carter came in. I had bought ten shares of Blue-Black Common for Carter at seventeen and that had gone down to six. Transaction of \$170 plus broker's commission.

"Tisn't the loss, Groucho, but the fact that my judgment was at fault." Carter was vastly cheered when he learned that I had lost \$49.61. (I didn't mention the \$1,800 to Carter or he'd have never respected my judgment again.)

Then Atherton of K.C. came in. Atherton, the cautious. Atherton who makes a fetish of loyalty. He asked me and I had to answer. Could see it in his eye that he had lost confidence in one who gambled so foolishly. "How did it happen, Groucho?"

Then I had him on the loyalty side. International Water Works had dropped thirty points. Looked good to me so I grabbed off 300 shares. My margin was \$1,849.61. Then wire from Atherton himself: "Must see you in K.C. immediately." While on the train for K.C. I was sold out.

"Ah," says Atherton, "coming to see me in the line of your duty. Taking care of your clients, regardless of personal loss. That's something I can admire, Groucho. That's real service."

So I'm stronger than ever with Atherton on the loyalty side, though weaker on the judgment side.

Couple more cases something like those. Boss thinks that even folly works out for good with one so righteous as himself. Pleased with these results but gives me a beautiful lecture on gambling. Has all the boys in to hear it, with me as horrid example. I ask the boss, "Did you get nicked?" "Me? I never gamble. Oh, it may be that the market value of my securities has shrunk a bit, I might have to sacrifice \$100,000 or so if I was forced to sell. But I'm not."

GROUCHO.



Veteran pilots of advertising in Buffalo have learned that one solo flight is no criterion of the value of selling the Buffalo market.

Just as it takes more than one flight to make an experienced pilot, it takes more than one newspaper to thoroughly and adequately cultivate the Buffalo market. For no newspaper will give over a 58.76%\* coverage in Buffalo.

Buffalo is an evening newspaper field and it requires both the Times and the other evening newspaper to give adequate coverage of the Buffalo market.

\*From the unbiased study of the Buffalo market conducted by Emerson B. Knight, Inc. May we send you the complete story?

## The Buffalo Times

A Scripps-Howard Newspaper



NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
... OF THE UNITED PRESS  
and of  
MEDIA RECORDS, INC.



**THE LARGEST NUMBER  
OF LINES OF ADVERTISING  
GAINED BY ANY GENERAL  
WOMEN'S MAGAZINE IN 1929.**

**THE LARGEST PERCENTAGE  
ADVERTISING GAIN IN THE  
GENERAL WOMEN'S MAGAZINE  
FIELD IN 1929.**

**THE LARGEST PERCENTAGE  
OF ADVERTISING GAIN AMONG  
GENERAL WOMEN'S MAGA-**

*The* **HOUSEHOLD**  
**A CAPPER PUBLICATION**

New York  
Chicago  
San Francisco  
Detroit  
Cleveland  
Topeka  
Kansas City  
St. Louis

NUMBER OF WOMEN'S MAGAZINES FOR THE LAST THREE  
IS INCREASING EACH YEAR.

ONE OF TWO GENERAL  
WOMEN'S MAGAZINES TO  
SHOW A GAIN IN LINEAGE  
EACH YEAR FOR THE LAST  
THREE YEARS.

A ONE-HUNDRED PER CENT  
GAIN IN NUMBER OF NATIONAL  
PUBLICITY ADVERTISERS IN  
THE LAST FIVE YEARS.

Figures on request

MAGAZINE

ARTHUR CAPPER • PUBLISHER

Cleveland  
Topeka  
Kansas City  
St. Louis

Jan. 2, 1930



Distinguished advertising of a distinguished store

BULLOCK'S  
WILSHIRE

LOS ANGELES

Ludlow-set by a distinguished typographer...  
**VIGGERS INC.**

Ludlow Typograph Co.  
2032 Clybourn Avenue, Chicago, Ill.

# New Product Abolished Premier's Saturation Bugaboo

The Premier Spic-Span Has Turned Well-Worked Vacuum Cleaner Markets into Virgin Territory

By R. B. Wilson

President, The Premier Vacuum Cleaner Company

**A**MONG your own friends today it is doubtful if you could find a single family that does not own a vacuum cleaner. I am assuming that your friends all live in electrically wired homes and enjoy at least a moderate income.

Estimates vary as to the percentage of wired homes where vacuum cleaners are to be found, but everyone knows that the percentage is high. Of all electrical appliances, the vacuum cleaner has been most generally adopted except for the hand electric iron.

Saturation, therefore, is something for vacuum cleaner manufacturers to think about. True, there are always thousands of good prospects to be reached, but the fact that the large majority of homes already use a cleaner of some kind has at least proved a mental hazard to retail salesmen.

The problem was one which demanded consideration, and the Premier company set about to see what could be done.

The answer came when one year ago we announced a new product which at a single stroke completely abolished the saturation bugaboo and again made every home in the country a vacuum cleaner prospect.

This new product was called the Premier Spic-Span. It is nothing more than a small hand cleaner, weighing about four pounds, and made with its own motor, so that it operates as an independent unit from any convenience outlet. This cleaner was designed to clean stairways, mattresses, upholstered furniture, clothing, automobile interiors—in short, to do all the odd cleaning tasks that are usually done by attachments or cleaning tools which the housewife is obliged to attach to her large vacuum cleaner by means of a coupling and a hose.

The Spic-Span, then, was de-

signed to take the place of the vacuum cleaner attachments which had been a part of the industry for a score of years.

Prior to this time Premier, like every other vacuum cleaner manufacturer, had sold attachments or cleaning tools as an "extra" with the large cleaner wherever possible. It was considered the proper thing to do, because without these tools a woman could not do these odds and ends of cleaning. The big trouble with attachments, though, was that it was too much of a ceremony to hook them to the cleaner. Many women pronounced attachments a nuisance, and allowed them to repose on closet shelves.

To come out with the Spic-Span and announce the abolition of attachments from the Premier line was, of course, revolutionary. One could not foresee with assurance what the public reaction would be to this departure.

To try it out, therefore, a strong newspaper campaign was arranged in three representative cities—Newark, N. J., Springfield, Mass., and Cleveland, Ohio.

This newspaper series was just a bit brutal. We called a spade a spade. We showed attachments with cobwebs on them and showed the attractive little Spic-Span in contrast. "Good-bye attachments," was the salutation under the picture of the cleaning tools. "Hello, Spic-Span," was the greeting under the view of the new little cleaner. "Here is an easier, faster way to clean," we said.

Perhaps it was not polite to use such headings as "Whoever uses attachments?" but it did start something. It started people thinking. The result of this newspaper series in the three cities mentioned was remarkable. The series ran just before Christmas and the amount

of Christmas business obtained as a result of it not only exceeded all expectations but proved that we were on the right track.

This newspaper series, incidentally, had a reaction which we had not anticipated. Our local offices were constantly approached by experienced vacuum cleaner salesmen who wanted to switch over to places on the Premier sales force. This was another good indication that we had hit upon a winning piece of merchandise.

Production on this new cleaner was accordingly stepped up at once. The Spic-Span was immediately incorporated in our national advertising. In the national copy we tried to be more polite. We played up the idea of "buying two cleaners for almost the price of one," because it was possible now to buy the Spic-Span in combination with our large Premier Duplex or Premier Junior for practically what it cost before to buy either cleaner with attachments.

Premier salesmen were coached, of course, on the idea of selling the two cleaners in combination. They were also taught, however, that the time-worn turndown of the housewife who said, "I have a vacuum cleaner," was no longer a valid excuse for not listening to their story. Even though the home had a vacuum cleaner it did not have a Spic-Span.

Every home, in short, was now a prospect. We played that up in our house magazine and at all our sales meetings. If a woman had an old cleaner of another make we pointed out how desirable it was to sell the Spic-Span into that home, because we knew that the good results she would get from the Spic-Span would make her feel kindly toward the Premier line, with the result that when she came in the market again for a big cleaner she might buy the large Premier model.

But with another year starting, Premier will not have the field to itself. Other small cleaners are being advertised and sold aggressively. That was to be expected.

Premier, though, has a full year's start. It is making the most

of this start. The Spic-Span has been improved and developed. It is a more efficient cleaner today than it was a year ago. A simple device pushed on to it converts it now into a deodorizer and moth repellent. Another device enables the user to blow dust from radiator crevices, piano strings, etc. With a year's start a concern can do much to keep ahead of the procession.

These new features will all be played up in the 1930 advertising program. Meanwhile, the Spic-Span has arrived. It has done much to increase our business and increase the earning capacity of our salesmen. The saturation problem is no longer with us. The well-worked soil of a continent is again virgin territory.

### Appoint C. W. Graham Agency

The following companies have placed their advertising accounts with the C. W. Graham Company, Inc., Los Angeles advertising agency: The Acme Furniture Manufacturing Company, maker of bedroom furniture; the Brown Saltman Upholstering Company, furniture manufacturer, and the Zandt Rug Cleaning Service, all of Los Angeles. Business papers will be used by the furniture accounts, while newspaper and outdoor advertising will be used by the Zandt account.

### Canada Dry Sales Show Increase

Net Sales of Canada Dry Ginger Ale, Inc., and its subsidiary companies, for the first nine months of 1929 amounted to \$10,624,628, as against \$9,357,253 for the first nine months of 1928. Net income for the first nine months of 1929 amounted to \$2,835,293, compared with \$2,404,167, during the corresponding period of 1928.

### Jarvis Wren with Kenyon & Eckhardt

Jarvis Wren has joined the staff of Kenyon & Eckhardt, Inc., New York advertising agency, as radio advertising specialist. He has been with H. C. Goodwin, Inc., Rochester, N. Y., for the last two years in a similar capacity.

### New Account for J. Jay Fuller Agency

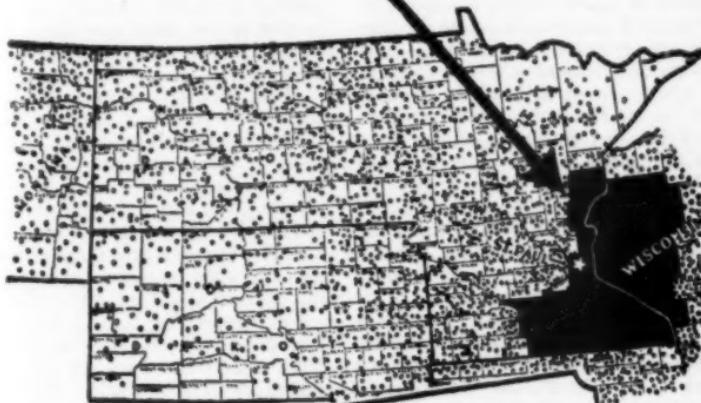
The Multicell Radiator Corporation, Buffalo, N. Y., manufacturer of Multicell Unit Heaters, has placed its advertising account with the J. Jay Fuller Advertising Agency, Inc., of that city.

**\$626,517,000**

**HERE ANNUALLY!**

**-in St. Paul's 36**

*the EXCLUSIVELY      St. Paul Market*



Map shows the circulating area of the Dispatch-Pioneer Press. The 2,672 dots represent the towns in which there are Dispatch - Pioneer Press subscribers. Black portion is St. Paul's 36, where the circulation of these papers is most intense.

### WORTH BIDDING FOR!

The \$626,517,000 total annual income—the yearly pocketbook contents—of St. Paul's 36, is worth bidding for. It stands for sales for advertisers in this market.

Boost your sales volume by presenting messages to St. Paul's 36 through the Dispatch-Pioneer Press—the only Twin City papers covering and influencing it.

### FACTS ABOUT ST. PAUL'S 36

Population .....	1,059,397
Total income.....	\$626,517,000
Annual bank deposits .....	\$391,400,000
Number employed in manufacturing.....	53,204
Annual value of manufactures .....	\$145,869,247
Annual value of crops .....	\$110,321,199
Value of livestock .....	\$111,218,819
Annual value of dairy products .....	\$53,027,710
Retail outlets .....	11,455

**St. Paul Dispatch - Pioneer Press**

# Handling the Salesman Who Loses Out in a Contest

The After-Contest Slump Is Usually Traceable to the Fact That the Losers Have Lost Heart

By Ray C. Hahn

General Sales Manager, The Fyr-Fyter Company

LATELY there has been considerable interest shown in the question of the value of contests where prizes are awarded to only those salesmen who reach a high quota of sales. Does a contest of this kind secure an increase in sales at the expense of the great majority of salesmen who fail to reach a quota which will entitle them to one or more of the prizes offered?

What is the after-effect of a prize contest of this kind? How about the salesman who, in spite of hard work and the application of every ounce of effort he can command, fails to reach a certain quota? What effect does such a contest have on this salesman?

Sales managers tend to concentrate their attention on the exceptional sales records of the top-notch salesman. As a rule, we see only the total figures in dollars and cents and if the total volume of sales shows an increase over the previous month, we feel that we are on the right track and get ready for another sales contest. This manner of judging sales as well as salesmen very often leads into business slumps.

In other words, almost any sales manager will tell you that, as a rule, business takes a slump during the months following a sales contest. Is it possible that this slump can be traced to the dissatisfaction of a large number of salesmen who, failing to reach their quota, have lost confidence in the company and the line, or is it caused by lack of live prospects due to the territory being overworked during the time the contest was being conducted? I do not believe the latter reason is the cause for the slump, for, as a rule, an intensified selling campaign always produces a great number of live prospects who, while they may not be closed during the contest,

can be sold on the second or third call after the contest is over.

However, it has been my opinion for some time that a falling off in sales in the months following a contest is often directly traceable to diminished efforts on the part of salesmen who failed to receive contest prizes.

With this idea in mind, the company with which I am associated made a careful study of the results of sales contests. We believe that we have overcome, to a certain extent, the bad after-effects of a contest by arranging the contest so that the average salesman who may not be able to reach the highest quota can share in the prizes in some manner. By this plan we keep his good-will and confidence and thus encourage him to go right ahead with his work. He looks forward to the next contest with the idea that he will be rewarded for his efforts even though he should fail to secure the quota of sales which would qualify him for the best prizes.

## *Same Salesmen Always Won*

We conducted contests for several years with the prizes being awarded to those who made the highest score. A careful check-up showed that practically the same salesmen always secured the best prizes during each contest. Interest in contests gradually died out and we had practically decided to discontinue them.

At the present time, we use a contest plan which gives the new, inexperienced salesman an opportunity to secure a prize even though he does not qualify for some of the more expensive ones. As stated before, this keeps his good-will and makes him feel that his work is appreciated.

Due to the high cost of recruit-

ing a salesman, our company feels that we cannot afford to do anything that would discourage a new man or salesman who is sometimes handicapped by being located in a section of the country where business conditions are not so good as elsewhere. Since we adopted our new policy in conducting sales contests, we have had a number of cases which convinced us that the new policy is working out in a satisfactory manner.

Last year, at the close of a three-months' contest, we sent every salesman who failed to qualify for a contest prize, a small prize with a letter thanking him for his cooperation in helping to put over the contest. This prize and the letter indicated our sincere appreciation of his efforts and we received a great number of letters thanking us for our fair attitude. The majority of the writers had very good reasons for falling down on their sales quota during the contest and practically all of them stated that they would make special effort to exceed their record during the next contest. Our next contest showed many of these men exceeding their quotas.

I know from actual experience that it is very discouraging for a salesman to work hard and then fail to secure the number of orders which he expected to get. When we sales managers can step in and give the salesman a friendly handshake and tell him that his efforts are appreciated even though he failed to reach his quota, it certainly goes a long way toward building up loyalty and confidence in the company. Building good-will in salesmen which lasts for years after a contest has been forgotten, pays big dividends to the company.

While on a trip to the West this summer, one of our district sales managers stopped overnight at the home of one of our salesmen. Our salesman's wife stepped into another room and brought out a scooter which we presented to her husband at the close of a sales contest last year. She said: "I believe George would not have been with your company this long if it had not been for this prize which he won for Bobby." Bobby was their

three-year-old son. Even though this new salesman didn't qualify for a big prize, this prize had brought the wife and kiddie into the picture and created a feeling of friendship that will last for years. There is nothing that will make a salesman stick and work harder for a company more than the thought that the company is interested in his family as much as himself.

Those who have tried contests will be more pleased with the results if they will spend more time and money looking after the new salesman and encouraging the ones who in the past may not have been able to make the standard quota of sales. Why not try to develop this class and make them one of the big party during the next sales contest?

It's all right to hold up the sales records of your good men as examples. I don't mean to convey the idea that a sales manager should spend all of his time on small producers and neglect those salesmen at the top. But don't forget that there is only a certain percentage of men who can reach the top, so let's help the fellow at the bottom of the ladder. He will repay you for your time and effort.

We cannot honestly say that a contest is successful because sales were increased over a certain period unless we have conducted it in such a way as to keep the good-will of the entire organization and have encouraged everybody to continue giving the company their best efforts.

#### Changes on Staff of "Christian Science Monitor"

M. Alvah Blanchard, formerly in charge of hotel and travel advertising at the New York office of *The Christian Science Monitor*, has been appointed Western advertising manager of that publication, with headquarters at Chicago.

Horace H. Delano, formerly Western advertising manager, will take over Mr. Blanchard's work at New York.

#### Maxwell Paper Account to Parker Agency

The Maxwell Paper Company, Franklin, Ohio, has appointed The Parker Advertising Company, Dayton, Ohio, to direct the advertising of its new product, Maxwell Bond paper. Printing and advertising publications will be used for this product in 1930.

Jan. 2, 1930

Jan. 2

# Some products which have been advertised in Printers' Ink



Packer's  
Shampoos

THE PACKER  
MFG. CO., INC.



Crisco

PROCTER  
& GAMBLE

Lehigh  
Cement

LEHIGH PORTLAND  
CEMENT COMPANY



Parke-Davis  
Products

PARKE, DAVIS  
& COMPANY



Tow  
Sterili-  
z Silver



Packer's  
Tar Soap

THE PACKER  
MFG. CO., INC.



Camay  
Complexion  
Soap

PROCTER  
& GAMBLE

Keds

UNITED STATES  
RUBBER COMPANY



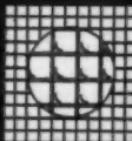
U.S.  
Golf Balls

UNITED STATES  
RUBBER COMPANY



U.S.  
Raynsters

UNITED STATES  
RUBBER COMPANY



Cel-O-Glas

ACETYL PROD.  
CO.



# The BLACK *Advertising*

NEWSPAPER • STREET CAR  
MAGAZINE • OUTDOOR • RAD

22

# achieve help to advertise



Ivory  
Soap

PROCTER  
& GAMBLE



Gargoyle  
Mobileoil

VACUUM OIL  
COMPANY

risco

DUCT  
AMBE

Towle  
Sterling  
Silverware



AL MFG. CO.



Chipso

PROCTER  
& GAMBLE



U.S.  
Gaytees

UNITED STATES  
RUBBER COMPANY



Lava  
Soap

PROCTER  
& GAMBLE



Gargoyle  
Lubricating  
Oils



VACUUM OIL  
COMPANY

may  
plexin  
ap  
UTTER  
MILL

the Equitable  
Life Company  
NEW YORK



P and G

The White  
Naphtha Soap

PROCTER  
& GAMBLE



Investment  
Securities

THE NATIONAL  
CITY COMPANY



Glass  
rope

T CAB  
RADIO

# KMAN Company

22 EAST 42nd STREET, New York

## British Facts for American Advertisers

Add together the population of New York, Chicago, St. Louis, Denver, Salt Lake City, Los Angeles. Then take Bridgeport for good measure, throw in Oskaloosa for interest, and top off with Deadwood.

THERE, in these cities scattered over thousands of miles you have a population equal to that of London and its Home Counties.

THEN, as near as Boston is to New York, you come upon Great Britain's concentrated industrial cities, with more than 12 million more consuming power.

AGAIN, as near as Buffalo, you have Glasgow and its trading area with another four million.

THE SUNDAY EXPRESS offers you this three-fold market, with the outlying millions thrown in for good measure.

### The Sunday Express

*The Forum of British Thought and Action*

**JOSHUA B. POWERS, INC.**

*Exclusive Advertising Representatives*

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

## A Review of Our 1929 Foreign Trade

"THE year 1929 was a record-breaker in our foreign trade," is the opening statement of an analysis of our foreign trade prepared by William L. Cooper, director of the Bureau of Foreign and Domestic Commerce. Both exports and imports show an increase over the preceding year, the report continues, and reached totals which—when adjusted to allow for changes in the buying power of money—surpass by far any records compiled even during the war and the post-war boom.

This satisfying result is not to be attributed to any temporary causes. To the contrary, it marks the continuance of a foreign trade movement that has continued in one direction consistently since 1921.

Final figures are not yet available and, for this reason, it is not yet possible to say precisely how much our foreign trade for 1929 surpassed that of the year before. However, if December shows the same figures it did for 1928—and that would seem a safe assumption—then our total exports for 1929 will reach approximately \$5,300,000,000. That would be a gain of from 3 to 4 per cent over 1928. Also, it would probably be safe to estimate our imports at about \$4,450,000,000 for 1929, an increase over 1928 of some 8 per cent.

These figures emphasize the fact that imports, during 1929, increased more rapidly than exports. However, the visible balance of trade was still very largely in favor of this country, the excess of imports over exports being somewhere between \$800,000,000 and \$900,000,000.

Further analysis shows that the gain in our export trade for 1929 was confined, principally, to the first four months of the year. During this period, our exports were nearly \$300,000,000 greater than during the corresponding months of 1928.

"As in most recent years," the

report of the Bureau continues, "the most conspicuous feature of the trade of 1929 was the expansion in the exports of the products of our factories. For the year as a whole, the foreign sales of semi-manufactured and finished manufactures (the latter by far the larger group) were in the neighborhood of \$3,250,000,000. This means a gain of approximately \$300,000,000 or 10 per cent over 1928. Year by year, American manufactures have been growing in popularity in foreign markets. The total for 1929 was 80 or 90 per cent greater than that for 1922."

Perhaps the most significant feature of these figures is that they stamp the United States as the world's greatest exporter of factory products. Finished manufactures which, before the war, represented only about three-tenths of our exports, are now half of the much larger total. The importance of this huge total of exported manufactured goods as a stabilizer of industry and employment may become very apparent as the new year becomes older.

### Boston Varnish Elects Four New Directors

The following were elected to the board of directors of the Boston Varnish Company, Everett, Mass., Kyanize varnishes and enamels, at its recent annual meeting: C. F. Eberle, H. A. Hall, Jr., F. J. Lane and C. A. Dana Redmond. Mr. Eberle has served the company for the last twelve years as salesman, traffic manager and in his present position of assistant sales manager. Mr. Hall, Jr., a son of one of the founders of the company, is purchasing agent of the company. Mr. Lane is a divisional sales supervisor with headquarters at the home office. Mr. Redmond has directed Kyanize advertising activities and will continue as director of advertising. These appointments bring the number of directors of the company to nine instead of five.

### Death of Carl Bartle

Carl Bartle, for six years advertising manager of the Phoenix *Arizona Gazette*, died recently at that city. Before joining the *Arizona Gazette* Mr. Bartle was manager of the service department of the El Paso *Times*. He had also been associated with Condon-Montrose, Inc., and the Bunge-Emerson Company, Denver advertising agencies, and Donovan & Armstrong, Philadelphia.

## Gymnastic Advertising

By Bruce Moran

Vice-President, Eastman, Scott & Company (Advertising Agency)

**I**N this agency we feel that advertising can become too professional,\* and that a good deal of it has.

Back fifteen years or so ago, when sundry kindly souls were trying to pound advertising principles into the skull of this witness, advertising was just emerging from an era when "external interest" was great stuff. You put a picture of a whale at the top of your copy, and wrote "No Jonah about this. Our whoozit works every time. Buy one wherever you can find a self-respecting merchant."

We seem to have skidded back into that period to a certain extent. Only now, instead of whales, we have dizzy art, fearfully and wonderfully contrived, below which is type apparently arranged to make it next to impossible for the average mind to grasp the message.

And then we gather in crapshooting formation and swap Ohs and Ahs over the genius of our art directors, while the public either buys or doesn't buy, depending upon how well the sales managers of our clients are doing their quiet, but inartistic, stuff.

Somewhere along the line we believed that advertising should attract attention to the product, not to itself. We believed in telling a story convincingly, persuasively—but without undue gymnastics. And during this naïve period the business world began to understand that it pays to advertise.

Isn't it possible we are heading for a time when business will once more look with grave suspicion upon the advertising fraternity, as a group of well-intentioned, but slightly addled, dreamers? Isn't it likely that our desire to be different may make us so different that we can't get along with our clients?

And won't that bring us back to our senses!

\*"Has Advertising Become Too Professional?" a group of three articles in the December 19, 1929, issue.

## Union Tobacco Returns Brands to American Tobacco

Stockholders of the Union Tobacco Company, New York, have approved a resolution which calls for the surrender of its lease on certain brands of cigarettes and tobaccos to the American Tobacco Company, effective December 31. The Union Tobacco Company, although discontinuing its cigarette and tobacco business, will continue to operate as a holding company for the various securities it owns.

Hereafter the American Tobacco Company will handle the business which has been conducted by the Union company and which consists of the sale of Melachrino, Three Castles, Herbert Tareyton and Capstan brands of cigarettes and Three Castles, Herbert Tareyton, Capstan, Wills Latakia, Travelers and Sweet Chestnut brands of smoking tobacco.

These brands are the property of the American Tobacco Company but were leased three years ago to the Union Company for its exclusive use and have been manufactured for the Union company by American Tobacco.

The American Tobacco Company gave notice recently for the return of the brands through a provision in the lease calling for the recapture of the brands should the capital of the Union Company fall below \$7,000,000. Such notice was given October 5. The Union Company secured an injunction against American Tobacco, maintaining that its capital had not fallen below the set amount. The meeting of the stockholders to vote on the return was called while action was still pending in court.

## New Accounts to Chas. Dallas Reach Agency

The General Development Company, New York, and the Airamerican Super-transport Company, Hartford, Conn., have appointed Chas. Dallas Reach, Newark, N. J., advertising agency to direct their advertising accounts. The Airamerican company will operate freight and passenger air lines between the principal cities of the United States. The General Development Company will use institutional advertising in newspapers and business papers. Newspapers, magazines and direct mail will be used on the Airamerican account.

## Buys "Direct Mail Selling"

*Direct Mail Selling*, published since 1926 by the Publishers Syndicate Corporation, has been purchased by the Guild of Master Direct Mail Craftsmen, Inc., New York, which will continue the publication, beginning with the January, 1930, issue. Vernier Edmund Platt has resigned as vice-president of the Publishers Syndicate Corporation and is president of the Guild. He will remain as editor of the magazine. Jack A. Sieger succeeds Henry L. Sticker as managing editor. John J. Foy becomes art director and W. F. Deveneau becomes business manager, succeeding Morton E. Hidden.

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# OLDEST IN THE FIELD

## CHAIN STORE AGE

*The Chain Store and the Local Bank*  
By CRAIG R. HAZELWOOD  
President, American Bankers' Association

*The Relation of Industry to Credit*  
By COL. WILLIAM J. DAVIS  
Former Assistant U. S. Secretary of Commerce

*The Outlook for Chain Stores*  
By DR. J. LEE STONE  
Assistant Secretary of Commerce

*Modern Distribution*  
By BRUCE BARTON

November

Vol. 5, No. 11



1929

33 copies a copy



**BY EVERY COMPARISON FIRST IN THE FIELD**

**CHAIN STORE AGE 93 WORTH ST. NEW YORK**

## British Government Investigates Cheese

THE whole policy of market research recently received the highest sort of endorsement in England when a study of consumer demand for a particular commodity was made by the British Government. The product was cheese. The sponsor was the Empire Marketing Board, many sided in its activities, working under the direct orders of Parliament. Some time ago the governing body of England laid upon the Board the duty of furthering "the marketing in the United Kingdom of Empire Products including home agricultural produce."

The primary purpose of the investigation on cheese was to present to the dairy farmers of Canada, Australia and New Zealand a complete picture of one important section of their market and to indicate to them certain trends of consumer preferences in regard to that commodity.

In making this first investigation, which the Government says is to be one of a series, consumers were not directly approached. All of the information embodied in the recent report published by His Majesty's stationery office and sold at 1 shilling was obtained through the retail trade by means of personal interviews with no less than 500 retail grocers and provision dealers. Almost half of the information was obtained by distributing inquiries over the whole area of London and half by an intensive investigation in a restricted but representative section of the city. In two sections of London practically every shop was visited in which any sort of cheese was sold and thus a check was provided upon the inferences drawn from the more general investigation distributed through the mail.

The Government divided the types of shops into three distinct classes and by careful individual investigation checked racial as well as individual preferences for the various brands and types of cheese.

The actual questionnaire, which was mailed out, and the list of questions which the individual investigators asked of the shopkeepers is not printed, but figures are given in the final report in regard to distribution, comparative volume of sales, methods of buying and storage, local, class and racial preferences for color and flavor, seasonal and geographical variations in price and in demand, and the attitude of both the retail storekeeper and the consumer toward branded and packaged cheese as compared with cheese sold in bulk.

The investigations proved that the choice of the majority of Londoners is Cheddar Cheese, the three main types being all of origin within the British Empire either England, Canada or New Zealand, and the distribution of these standard cheeses was analyzed in several ways. For the guidance of manufacturers and co-operative producers the number of shops were given that were stocking one type only, or that were stocking two or three types simultaneously. The relative volume of sales, the different combinations of types are noted in the report and the order in which they were featured by the shopkeeper with his price differentials, all are printed in the complete report.

The report does not fail to note the competition that the producers of the Dominions are up against and the sale of competitive brands is given in detail.

It will be noted that in its method, its completeness and the practical value of its discoveries, this first official market investigation in Great Britain was a business-like and thorough job. British manufacturers in other lines are very interested in the statement by the Government that this preliminary survey is largely experimental and represents merely the first of a series of similar investigations to be undertaken on behalf of manufacturers of other products.

The Cresca Company, New York, imported groceries, has appointed the Samuel C. Croft Company, Inc., advertising agency of that city, to direct its advertising account.



You Have Met the Staff.

You Know **MISS  
1930** Exists

Do you know WHY?  
**WE DO.**

Letters from readers asking advice  
from department editors on  
Beauty, Make-up, Careers

**have increased 400% in the  
last 60 days.**

# Miss 1930

*The Magazine for the Modern Girl*

A. H. YOUNG  
Advertising Director  
80 Lafayette Street  
New York, N. Y.

Western Representative  
POWERS & STONE, Inc.  
38 So. Dearborn St.  
Chicago, Ill.

# Banks lend on the and ability

The head of a growing business in northern New York asked for a loan. "We must have insurance on your life," said the Banker, "for your managing ability is what we're lending on."

**M**anaging ability. Not only investment in capital and equipment, but the ability to manage them . . . successfully.

SYSTEM is published for, and read by, the managers of business . . . men who must know HOW and WITH WHAT to "get things done!"

SYSTEM's readers actually are engaged in a variety of businesses . . . finance, manufacture, merchandising, building, real estate, raw materials, transportation, professional service . . . the whole gamut of profit-making enterprise.

A McGRAW-HILL PUBLICATION, TENTH AV

# the character of the MANAGEMENT

But they have one thing in common—the desire and necessity for constantly improved business management.

On SYSTEM's pages is focused . . . continually and earnestly . . . the attention of these men . . . the leading buyers of business equipment, service and materials.

Leading manufacturers of such products, therefore, place SYSTEM first on their lists of advertising media.



# SYSTEM

MODERN BUSINESS  
MANAGEMENT

AVENUE AT 36TH STREET, NEW YORK

Jan. 2, 1930

We are only printers, not economists. Nevertheless we think we are sound in our belief that general prosperity, or the lack of it, is largely a state of mind.

So, to do our little bit for better business, we are decidedly bullish on 1930. Instead of resigning ourselves to a poor year we have resolved to make 1930 the best year we have ever had. Instead of retrenching we have leased another floor.

May 1930 be as prosperous for you as we intend to make it for ourselves.

**OGDEN**  
PRINTING CO., INC.  
209 W. 38th St., New York City

## Trade-Mark Ownership Isn't Necessary to Prove Damages

A LITTLE council of war is being held in the offices of the Blank Manufacturing Company. The president, vice-president and sales manager are assembled. On the table in front of them lies a copy of the Official Gazette of the Patent Office. It is opened to a page which, on close examination, reveals the fact that Blank's most bitter rival has applied for registration of a designated trade-mark.

The mark in question is very similar to one used by the Blank company. What is more, Blank knows definitely that it used the mark long before its energetic rival ever thought of entering the business. However, it had never sought registration of the mark in the Patent Office because it had been convinced that the mark did not comply with the Federal regulations.

That was the annoying feature. That was why the council of war had been called. The president, vice-president and sales manager all wanted to know whether they could prevent another from registering, as a trade-mark, a mark which they, themselves, did not own. In other words, they were seeking an answer to the question: Is trade-mark ownership necessary to prove damage by another?

That question is clearly answered in a decision handed down recently by the first assistant Commissioner of Patents. Those involved in the case were the Franklin Refining Co., vs. the Castorlube Refining Company. Simply stated, the facts are as follows:

The Castorlube company had succeeded in getting registration for a mark comprising the notation "Castorlube," beneath which appears the words: "The 2,000 Mile Motor Oil." The Franklin company sought to have this mark cancelled, claiming that it was being damaged because it had used a similar mark upon identically the same class of goods prior to the

earliest use of the Castorlube firm.

The Patent Office found that the Franklin company had established prior use. It also found that the marks were used upon merchandise of similar descriptive qualities. Nevertheless, the examiner of trade-mark interferences dismissed the Franklin company's petition on the ground that its use of the mark had been merely for the purpose of indicating trade, character, or quality of the goods. This, of course, is not trade-mark usage. Consequently, he held, the Franklin company did not own the mark and, he stated, "in the absence of ownership there can be no injury."

With this, however, the first assistant Commissioner of Patents disagreed. Said he: "Ownership of the notation is not necessary to establish damage." He then referred to the case of McIlhenny Co. vs. Trappey (297 O.G. 800, 51 App. D.C. 216) where the court held: "It is not necessary that the opposer should show a superior right to the mark. All that is required of him is a showing that he would probably be damaged if registration was granted."

In another case—Atlas Underwear Company vs. B.V.D. Company (261 O.G. 801, 48 App. D.C. 425) the court was quoted as saying: "This court has declared more than once that a trade-mark use of a mark by an opposer is not necessary in a proceeding such as the one before us. The record discloses that the opposer was using the mark under consideration in connection with its business prior to the applicant's coming into the field. It thereby acquired a right to its use, although not necessarily an exclusive one. If registration is granted to the applicant's mark, that right would be sequestered and the applicant given a monopoly of the mark. This would likely result in damage to the opposer; hence, the latter has a right to resist the registration."

In view of these, and other decisions cited by the first assistant Commissioner, the decision of the examiner was reversed and the registration of the Castorlube company cancelled.

# When Is Advertising a Balance-Sheet Asset?

**Why Advertisers Differentiate Between the Price Good-Will May Bring in the Sale of an Enterprise and the Figure at Which It Is Carried on the Balance Sheet**

CAN the outlay for advertising—or any part of that outlay—be entered on the advertiser's books as an asset?

The question, submitted to PRINTERS' INK by an advertising agency on behalf of a client, leads into interesting considerations of advertising and accounting philosophy. The client presents the case thus:

Is it customary for companies to write their advertising—or any portion of it—into permanent, or at least temporary, assets? I have seen some statements in which this has been done. What I have in mind is to consider the possibility of charging off a part of our national advertising expense directly into our assets, where it could be carried until such time as we decide to charge it off.

For instance, we might decide to take either the entire amount or a portion of it and handle it in this way for a term of years, and then gradually begin to write it off when the advertising itself has begun actual production.

Advertising men and accountants agree that advertising helps to create—and in some instance does the entire job of creating—the intangible factor called good-will. But they agree, also, that good-will's value, its market price or its academic appraisal, is affected by circumstances. For good-will reaches into the future, presupposing certain premises.

There have been instances in which good-will, sold across the counter of the present, has brought thumping prices in real money. George K. Morrow, good-will buyer, paid \$4,000,000 for the three trade-marked names, "Shinola," "Bixby" and "Two-in-One." Two other names, "Pebeco" and "Hinds," sold in 1925 for \$6,214,421.

As PRINTERS' INK remarked in its issue of October 10, 1929: "Good-will, when you're compelled to buy it outright, comes high. As

even the banker is coming to realize, good-will costs less if, over a period of years of constant effort, you can build it yourself."

Good-will's value, however, depends upon the assumption that it will continue to exist. As time goes on, and as events complicate an enterprise's situation, good-will may be affected by any one of a number of influences. It may suffer from the inroads of aggressive competition. In lines of industry that are ruled by style—as, for instance, in an industry whose market has been created by a mode—good-will may be depreciated or utterly erased by fashion changes. And, to cite another possibility, good-will loses its value when, through sale or merger, the name to which it is attached is submerged, or subordinated to another name and another reputation.

In view of these considerations, the accountants are careful to differentiate between good-will's value as established by the price it will bring in the sale of an enterprise and the figure at which it is to be carried on the balance sheet. Here the principle is the same as that which molds the estimates of the values of patents. In its day-to-day and month-to-month operations, an enterprise's patents may be highly valuable; upon them may depend the company's whole operation, its sales and its earnings. If the business is sold, the intangible assets that lie in patent rights will bring—and rightly so—a respectable price. But again, the value of these intangible assets—from the accountant's point of view—depends upon their continued existence and continued integrity. Tomorrow an inventor may come along with another idea; or the untested patents may be dragged into litigation and held invalid. In that event, obviously, their value shrinks to nothing.



## REACHING 567,000 BUYERS...

Wherever more than half a million people congregate on the face of the earth—there is a market for your product.

The Oakland Market, comprised of ten cities closely knit with busy streets the only boundaries, is the third largest market on the Pacific Coast. It is exceeded in population only by San Francisco and Los Angeles.

In addition to size, the Oakland Market has prosperity and purchasing power. You must include this field to reap full benefit from any Western advertising campaign.

**Oakland Tribune**

OAKLAND, CALIFORNIA

(Oakland's Only Locally Owned, Controlled and Edited Newspaper)

*National Representatives*

WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



Jan. 2, 1930

Jan. 2, 1930

With a thought, then, of what can happen, the accountant, entering patent rights on the asset side of the balance sheet, sets them down at the same price as the book value of good-will—\$1. And at that figure, good-will is coming to be carried on the books of most enterprises.

If, then, advertising outlay is not to be considered as contributing to the assets by generating and increasing the item of good-will, in what manner is advertising—which is an investment—to be credited on the books for contributing to the enterprise's progress?

The inquiry submitted to us asks: "Is it customary for companies to write their advertising—or any portion of it—into permanent, or at least temporary, assets?" And the questioner remarks, "I have seen statements in which this has been done."

An example of what he has seen lies at hand, just off the press. It is the 1929 report of Canada Dry Ginger Ale, Inc.—an annual report, incidentally, that, unlike many another report, describes and explains its entries.

On the asset side of the account, we find two interesting designations. The general heading of "Property"—an item that increased from \$2,404,741.75 for 1928 to \$3,509,762.80 for 1929—we find to include the following: "The net value of land, buildings, railroad sidings, machinery, equipment, furniture, fixtures, motor trucks and other property used in the manufacture, distribution, selling and advertising of the companies' products."

We asked Canada Dry to explain; and Canada Dry explained thus: "The advertising 'property' included under that heading is physical. It consists of such things as window displays, signs for trucks, and so on. It is material that is currently usable. We take a monthly inventory of all advertising material on hand. Thus we know, at all times, the actual value of assets of that sort. Of course, the total value of that material in stock represents only a small fraction of the total of company prop-

erty. However, we believe that the idea of keeping an accurate record of advertising material available and of listing the total under assets is interesting."

The other item of interest to advertisers comes under the asset heading of "Deferred Charges"—a total, incidentally, that increased from \$144,443.45 for 1928 to \$354,996.67 for 1929. Deferred charges, so the report explains, include "money paid in advance to insurance companies for premiums on unexpired policies . . . also the cost of advertising and office supplies on hand" and "extraordinary advertising expense."

"Advertising and office supplies on hand" include under this heading supplies and equipment that are, of themselves, not actual advertising material. And the item of "extraordinary advertising expense," contributing to the total of deferred charges, represents a special developmental activity in behalf of one of the company's subsidiaries.

"The advertising was designed and intended to develop a new territory," Canada Dry tells us. "As contrasted with current sales in that territory, the expense was abnormal; and to have charged it as an operating expense would have been to distort the picture. We anticipate, of course, that the advertising efforts will bring results and that, in the next two or three years, the territory will show, as against the advertising outlay, a profitable operation. At that time, we shall write off the extraordinary expense at a rate commensurate with the territory's rate of return."

The principle and practice applied by Canada Dry is typical of the procedure of many of the larger advertisers. It is not the custom to consider advertising as contributing, on the books, to increasing the asset known as good-will. The management may realize that advertising is exerting a powerful effect in good-will building and insuring the enterprise's future. But the statement that goes to the stockholders, a statement that, perforce, presents the

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## REACHING THE BUYER IS HALF THE SALE



## Single Units—Easily Seen

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### Major Products Advertised on Criterion Boards

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St. Louis Globe-Democrat  
Diamond Crystal Salt  
Kinney Shoes  
H. J. Heinz Products  
Citrus Washing Powder  
and Soaps  
Old Witch Ammonia  
Victor Radio  
Cloverbloom Butter  
Borden's Evaporated &  
Condensed Milk  
Ipana Tooth Paste  
Carnation Milk  
Coca-Cola  
Hecker's Flour  
Red Cross Plasters  
Johnson & Johnson  
Baby Powder  
Sapolio

---

**W**ITH the exception of direct-mail, Criterion (3-sheet) Posters have less competition for attention than any other advertising.

The physical character of the corner walls to which they are attached prevents crowding. The page is always open to your advertisement on a Criterion board. Bright spots against a dull background.

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No. 15 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting.  
Criterion Service, Graybar Building, New York City.

## CRITERION SERVICE

The Original and Only Uniform National  
Service of 3-Sheet Neighborhood Posting

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CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY

Please send us the portfolio advertised in Printers' Ink

Company Name.....

Address.....

Attention of.....

Title.....

P



Jan. 2, 1930

Jan. 2,

Effective with the appointment of Mr.  
vertising Director of the Cleveland P

# The Consolidation

ONE NAME AND ONE ADDRESS

# JOHN B. WOOD

## Eastern Territory

THE CHICAGO DAILY NEWS

THE BOSTON GLOBE

THE BALTIMORE SUN

CLEVELAND PLAIN DEALER

THE MINNEAPOLIS TRIBUNE

RICHMOND TIMES-DISPATCH

NEW YORK CITY  
110 East 42nd Street

time of Mr. Joseph F. Kelly as Ad-  
Manager of the Cleveland Plain Dealer we announce

# Relocation of Offices

ANAGEMENT

# WOODWARD, INC.

## Western Territory

NEW YORK HERALD TRIBUNE

CLEVELAND PLAIN DEALER

THE PHILADELPHIA INQUIRER

RICHMOND TIMES-DISPATCH

THE NEW YORK HERALD

Paris, France

## CHICAGO

360 North Michigan Avenue

## DETROIT

Fine Arts Building

business picture conservatively, reflects no such conviction.

The general custom is to charge advertising—even strictly institutional advertising—to operating expense, for the reason that advertising is an operating tool. Upon that basis, as both advertiser and accountant are coming to view the matter, advertising can justify itself.

It serves no sound purpose—and, indeed, it may invite an unfortunate reaction—to look upon advertising as something that needs either special pleading or preferred and paternalistic treatment.

If advertising is applied to a special task of missionary work—the task of entering and developing a new territory, or of introducing a new product, or of meeting and offsetting some condition or circumstance not involved in the normal, day-to-day operation of running a business and selling a product—then, accuracy and justice require that the books present the truth. Then, and rightly so, the outlay may be set up, so advertisers believe, as a deferred asset—but a deferred asset that, as and if the circumstances dictate, shall be written off.

Upon such a footing, advertising can meet all comers—even the bankers. Upon such a footing advertising, which needs not even implied deception to bolster its prestige, can be honest with itself and, under honest and conscientious direction, continue to do the job that already it is doing so well.

In 1916, Paul E. Derrick, who is a prominent advertising agent in England, wrote a book, "How to Reduce Selling Costs." In this work, he pointed out that advertising should be recognized and carried forward on the balance sheets of business the same as other depreciable investments.

A businesslike method of handling this question was described by Mr. Derrick. Incidentally the plan is followed by a conservative and persistent advertiser. It is assumed that the advertising appropriation amounts to £5,000 per annum. Each year the advertiser writes off 20 per cent of the total

amount expended in the current five-year period. This rate is based on the assumption that the initial impulse of advertising persists through a period of five years.

Upon this basis of £5,000 annual expenditure, there is no increase in the asset after five years, because of the extinction each year of one-fifth of the annual expenditure for each of the preceding five years. The annual amount written off, after the five-year period is reached, is, therefore, exactly equal to the current year's expenditure. Thus, after five years, assuming that the £5,000 annual expenditure is continued, the advertiser would have a permanent investment in advertising amounting to £15,000.

**PRINTERS' INK** commented on the book and the plan in the January 25, 1917, issue.—[Ed. **PRINTERS' INK**.]

### Advertising Not Necessarily "Too Professional"

CARROLL DEAN MURPHY, INC.  
CHICAGO, DEC. 24, 1929.

I have read the group of three articles in the December 19, 1929, issue of **PRINTERS' INK**, entitled: "Has Advertising Become Too Professional?"

Just as the old Gothic that depicted the leaf in the bud is recognized as better art than the late Gothic that wearied of the sameness and went into smart refinement, including the sere leaf, so I believe much of the present day advertising is too "hired-man clever."

This does not necessarily mean that it has become "too professional." It may mean that too many people are thinking of the form instead of the substance, but that is exactly what the best men in any profession guard against. Compare advertising with editorial authorship: While advertising draws on more arts, in all of which it can become sophisticated, we see in editorial authorship the same perfection of form trying to take the place of that genius which only a few Kiplings and Mark Twains could supply.

CARROLL D. MURPHY.

### L. S. Lawrence, Advertising Manager, Weyenberg Shoe

Leon S. Lawrence, for the last seven years engaged in credit and collection work for the Weyenberg Shoe Manufacturing Company, Milwaukee, is now advertising manager of that company. He succeeds Frank J. Tolford who resigned to take charge of the advertising department of Waller Carson & Company, investment firm of that city.



The Dayton Daily News  
 The Springfield Daily News & Sun  
 The Canton Daily News

National Advertising Representative

I. A. KLEIN, INC.

NEW YORK  
 ST. LOUIS

CHICAGO  
 KANSAS CITY

National Advertising Manager  
 HUGHLETT HOLLYDAY, JR.

# Even Free Dealer Helps Must Be Sold

Some Ideas on That Old Subject of Cutting Dealer-Help Wastage

By James O. Cook, Jr.

Manager, Dealer Service Department, California Fruit Growers Exchange

**W**ASTE in dealer helps is largely waste in distribution. Efficient production methods and scientific experience in the preparation of displays and dealer helps have brought to bear a vast amount of ability on the problems of procuring satisfactory materials. Dealer helps today find themselves in about the same category as most other merchandise—well produced and then abandoned to sink or swim as best they can.

Much progress has been made in recent years toward minimizing waste in distribution of dealer helps. The progress, however, has been jerky and extremely spotted. Quite generally though more thought is being devoted to the extremely delicate process of putting material into use after it has been conceived, than was the case even a few years back. A brief survey of some of the outstanding accomplishments along the line of better distribution of dealer helps—the cutting out of waste, if you please—should prove interesting to manufacturers and advertisers.

The use of forces of men, either on the payroll or contracted for, by large national advertisers to distribute and place dealer helps is becoming increasingly common. One of the most remarkable examples of crew distribution of dealer helps is the story of a tooth brush manufacturer a few years ago who introduced a new tooth brush, in the face of a highly com-

petitive market, very largely through the medium of dealer window display and dealer helps inside the store. Simultaneously, all over the country, window displays of this tooth brush appeared. Window display installation crews were hired for this purpose, standard displays were put in and tooth brush merchandising such as was never seen before was set in motion back of these displays.

At first blush there does not seem to be anything very remarkable in this achievement. The fact remains that in the world of toothbrush manufacturing it was never done before nor in most other lines of endeavor was it done exactly as this organization did it. First it did not rely on chance use of dealer helps. A very important part of the merchandising portfolio was devoted to this store advertising of the product. Merchants were shown that their sales would be affected materially by the proper store and window tie-up. Contacts were, generally, made in person although direct mail had its place in the campaign as an auxiliary medium.

Such a program reduces waste in distribution of dealer helps to the vanishing point. The manufacturer's own representative or his agent sees where every piece is placed, sees to it that every one is placed most effectively and sees to it that the proper dealer tie-up and follow-up is instituted. Success follows those who organize for it.

*BEING the *raison d'être* of the dealer help, one would naturally suppose that the dealer should be able to offer valuable advice and suggestions as to what sort of helps he needs and wants. Few dealers, however, are of much assistance to the manufacturer who is faced with dealer-help problems. Experience and study of trade conditions seem to be the most practical guides, says Mr. Cook. In this article he gives the experiences of several manufacturers, which should be of value to others.*

# Read exclusively . . .

## Read throughout the store

// Having been a constant reader of several trade journals for over forty years, I find that the DRY GOODS Merchants Trade JOURNAL fills best the need of myself, executives, salesforce and, therefore, am reading same to the exclusion of all others. Its editorials are educational and inspiring. Its individual treatment of departments is of greatest help to the salesforce and to the sales promotion department. Its advertising of reputable concerns has aided us in procuring merchandise of the right kind and character. //

{ The above is one paragraph taken from a letter recently received from Mr. Philip Harris of the Harris Company, Redlands, California, rated \$500,000 to \$750,000 high credit. }



The above statement is just one item in a mass of evidence which we would like to submit to you to prove that through the DRY Goods Merchants Trade JOURNAL you have the opportunity of doing an economical selling job which you will not get done in any other way.

**DRY GOODS  
Merchants Trade JOURNAL**  
Member of A. B. C.  
**DES MOINES, IOWA**

181 Madison Avenue  
New York

1800 Mallers Building  
Chicago

With a good product little was left to chance.

There are few miracles in business. This instance is cited first to illustrate that successful dealer service, the furnishing of helps to dealers, is purely a matter of organization. There has been too much sitting back and waiting for "nature to take its course" in this matter of dealer service. There are no easy short-cuts. It costs money to place dealer helps just the same as it costs money to get merchandise into distribution. They won't distribute themselves in either instance.

One of the first steps to cut this waste in distribution of dealer helps is to place a definite value on the material or service that is being rendered. This does not necessarily mean an actual dollars and cents price or so much merchandise before the helps can be secured. Rather it means that the relation of the helps to the actual sale of the goods must be clearly established in the mind of the dealer. He must be shown that this is not something the manufacturer is trying to afflict him with—solely for the purpose of using his store as an advertising medium for the manufacturer's product. Too many dealer helps have fallen flat largely because the outraged retailer rebelled at being exploited without pay as an advertising medium. If shown that he is actually advertising his own goods—not those of some distant producer, dealer helps immediately take on a much more significant aspect.

An excellent example of how this idea has been sold to dealers is the dealer-help program of a large electric lamp manufacturer. Its retail distributors are not alone sold on the value of the dealer helps offered but actually put their own money up for them. This, of course, brings up the old and lengthy discussion of free versus sold dealer helps which it is not the purpose of this article to attempt to solve or prove one way or the other. Suffice to say, it may sometimes be better strategy to sell rather than try to give away dealer helps. That for which the dealer puts up a certain amount of real

hard coin usually has more value than that which some "big-hearted" manufacturer tries to foist on the merchant.

These two instances are cited merely to show two fundamental methods of avoiding waste in distribution of dealer helps. Material personally distributed, directly in conjunction with the sale of the goods and material regarding which the dealer has been so enthused that he is willing to pay for it certainly cannot be wasted to any serious extent.

#### *Too Much Material*

One of the most harmful practices, and still quite generally indulged in, is that of sending so many helps with the purchase of so much merchandise. With one gross so many helps are offered and with each stepping up in the order more and more material is thrown in—all with utter disregard of how it is to be used. With each subsequent reorder the material is duplicated over and over again.

How much better to follow the policy of one manufacturer who incorporated in each carton of the merchandise a complete merchandising and display plan. Material available was illustrated in the way it would be used, its use was clearly and briefly explained, and most important of all, its dollars and cents sales value to the dealer—not the manufacturer—was fully sold. Small paper pieces, such as window strips and reprints of advertisements, were sometimes enclosed in an envelope with the merchandising plan. A stamped, self-addressed return postcard was inclosed and all that was necessary for the dealer to do to secure the complete plan was to sign and place it in the mail box.

Salesmen were instructed to sell verbally the same plan and with this support a satisfactory response and careful use of the material was assured. The wasteful practice of salesmen ordering out a "lot of displays" for this dealer and that was likewise avoided by this policy. Proper education of the sales force in respect to distribution of dealer helps is extremely important. Many manu-

facturers, in their efforts to educate dealers in the use of their dealer helps entirely overlook the education of their own personnel.

Many of us are dependent, to a certain extent at least, on jobbers and their salesmen for the distribution of dealer helps. Here is one plan that has proved very successful. A four-page letter, framed to appear as much like a personally written one as possible, is sent to all jobbers. This letter announces the start of a monthly news service in similar form to this initial mailing. The center spread of the letter is devoted to illustrating dealer window and store displays, manufacturing processes or other pertinent information about the production or sale of the product. The fourth page illustrates a monthly dealer-help offer. Inclosed with the letter is a return postcard either stamped or in the new postage guaranteed form.

Jobbers are told that they will receive this service each month henceforth and that if they will send the names and addresses of their sales force they will be put on the list to receive the same service. In one case the names of over 3,000 salesmen were received in answer to the first letter. This advertiser reports that the service has demonstrated its popularity by a constantly growing list of salesmen and the volunteer correction of lists at periodic intervals by the jobbers themselves. This last, direct-mail experts will agree, is certainly a gilt-edged indication of interest in the service.

The material offered each month is always tied in directly to the merchandising story set forth on the first page and the center spread of the letter. Before the reader gets to the last page, picturing the dealer help offered, he has generally made up his mind just how he can use it to advantage in creating more business for himself. Everything is presented from the salesman's viewpoint and each monthly plan is simple and direct, easy to put into operation with a minimum of effort required on the part of the sales representative to make it "work."

Just as in the case of the tooth

brush advertiser, nothing is left to chance. If the salesman is not sold by this month's proposition the only waste is the letter. And, as letters come month after month, the cumulative effort of many of them offsets the possible waste of any letters that fail to stir the salesman to immediate action. Some one letter in the year's series will strike his fancy and the chances are that many of the more alert men will use the service regularly.

Such a service not only educates jobbers and their salesmen to a better appreciation of the many sales features of the product being sold through their good offices, but it puts out dealer helps in a very efficient manner.

#### *Finding Out What Dealers Want*

Trying to find what dealers themselves really want in the form of dealer helps is one of our most popular guessing contests. Many dealers have no idea themselves just what they want and their ideas are just as bizarre as those of many salesmen and other interested parties who write in to headquarters requesting calendars, blotters, counter displays, full and elaborate expensive window trims, booklets, envelope stuffers and what not as the solution to all of the manufacturer's dealer-help problems.

A certain manufacturer had been putting out to his jobbers a price chart envelope stuffer to fit the standard small-size business envelope. Seeking a change, a large and more complete chart was worked up and before long several hundred thousand had been distributed. A few jobbers, however, kept writing in and asking for the old chart. It was explained to them that in their interests the new and improved chart had been developed. This they agreed was all very well but all their invoices and other material sent out to their trade went in small envelopes and to use this new piece would require the extra cost of stocking number ten envelopes and the consequent routine change to put them through their mailing department.

So frequently a sure-fire dealer

# T HIS MAN IS OUT OF BUSINESS



PRINTERS' INK has always enjoyed a fight, so long as the fight was in a just cause. Early in its history it realized that the credibility of advertising was seriously threatened by unscrupulous business men whose lying statements knew no bounds. Believing that once advertising loses its credibility it loses everything that makes it of value as a business force, PRINTERS' INK early in its career began its battle for honest advertising. One phase of this battle culminated in 1911 with the drawing up of the PRINTERS' INK Model Statute which, enforced by the work of the National Vigilance Committee and, later, the National Better Business Bureau, has put the advertising shyster out of business. The Model Statute is but one result of PRINTERS' INK'S efforts to purge advertising of dishonesty. The battle for honest advertising has written some of the most valuable pages in the history of PRINTERS' INK.

# BUT THIS MAN IS NOT!



HE liar and the fraud are easy to combat. But there is another type of unscrupulous advertiser, working quite within the law, who is just as dangerous to the welfare of advertising. He tries to fool the consumer by half-truths, harmful exaggerations, pseudo-scientific claims and all the other vicious evasions which stamp his policies. For many years the PRINTERS' INK Publications have been unremitting in their attacks upon unethical advertising and have done a great service in awakening the consciousness of ethical advertisers to its menace. This battle is just beginning and there are many bitter engagements still to be fought. Unethical advertising must be eliminated if the credibility of all advertising is to be saved. In 1939 just as in 1929, 1911 and 1888 the PRINTERS' INK Publications will be in the van of those who believe that the defense of ethical advertising is of the utmost importance.

**Over \$2,653,709,048  
worth of checks were  
cashed in Seattle in  
1929.**

**How much of this  
was spent for your  
product?**

**In 1930 get your share  
by advertising in the**



**A Reliable Newspaper**

**Daily, 101,005**

W. W. CHEW  
285 Madison Avenue  
New York City

**Sunday, 164,031**

J. D. GALBRAITH  
612 Hearst Building  
Chicago

F. W. MacMILLAN  
625 Hearst Building  
San Francisco

A. E. BARTLETT  
3-129 General Motors Bldg.  
Detroit

*One of the 28 Hearst Newspapers read by more than 20,000,000 people*

help may fall by the wayside because of some purely mechanical objection. Many a fine counter display piece, designed to hold the product and all that will miss fire because the dealer cannot spend enough time to figure how to put it together. One instance was reported not long ago in respect to a piece that was designed to display a quantity product on the back bar of soda fountains. Dealers did not seem to appreciate the advantages of this piece which was very simple to assemble. A little investigation revealed that there were two objections: One, because the holder did not have a bottom, it was necessary for the dealer to move all the merchandise, piece by piece, to some other place when he wanted to clean under it; two, the piece, when assembled, protruded a few inches beyond the edge of the average back bar display shelf. Incidentally the protuberance, being the point of a triangle, was responsible for many a painful poke to the passing dispensers.

These last few instances are cited merely to stress the age-old importance of "looking before you leap." Careful study for the dealer of his problems will usually develop dealer helps more practical than those produced on "hunch" recommendations of some enthusiastic dealer or salesman.

Don't expect much help from the dealer in respect to dealer helps. Though the helps are designed for his ultimate or perhaps immediate benefit, the onus is entirely on the advertiser to produce effective pieces. If the material does not click, almost any merchant will cheerfully consign it to the ash can with a consequent lowering of whatever estimation he ever had in respect to the manufacturer and his product.

A case in point is the plaint of scores of department store display managers. They decry the extravagant waste of lithographed displays sent them "blind" by many manufacturers. Some of these "boiler-plate" displays run into considerable money. Yet, go to any prominent display manager for a large retail store and try to find out just what you can furnish him

that he can use. It is just another case where you are supposed to know but no one can tell you. Experience and study of trade conditions seem to be the most practical guides.

In conclusion, one myth should be gently but firmly exposed. There are not "too many" dealer helps. The market will never be saturated. So long as there is merchandise to display and sell there will be ample room for good dealer helps of all kinds. The ones that will be used in the future, just as now, will be those that have been properly sold to the man who is selling your goods. For dealer helps, even though they may be listed as "free," must be sold just as surely as the merchandise. Merely because helps are offered free for the asking is little if any assurance that they will be effectively used.

### Likes Groucho

A. MCKIM, LTD.

MONTRÉAL, DEC. 19, 1929.

*Editor of PRINTERS' INK:*  
Groucho Books? Me-too! The pitiful, best comments I have ever read on an advertising contact man's griefs!

F. PRATT KUHN.

### To Represent "Dairy Products Merchandising"

*Dairy Products Merchandising*, Detroit, Mich., has appointed the Charles D. Sternfels Corporation, publishers' representative, New York, as its Eastern advertising representative.

### E. H. Gorton with Wahl Company at Chicago

E. H. Gorton, formerly a special representative, at New York, of The Wahl Company, Wahl-Eversharp pens and pencils, is now with the Chicago office as assistant sales manager.

### New Waldorf-Astoria Appoints Kenyon & Eckhardt

The new Hotel Waldorf-Astoria, New York, which is now being constructed, has appointed Kenyon & Eckhardt, Inc., New York advertising agency, as advertising counsel.

### J. F. Wright Leaves Sargent & Company

J. Fred Wright, manager of the advertising and catalog department of Sargent & Company, New Haven, Conn., manufacturer of locks and hardware, has resigned from that company.

# Why Do Buyers Buy?

Peter Henderson Believes Buyers Buy on Faith—That Is Why It Would Not Merge

Based on an Interview by Arthur H. Little with

**Peter Henderson**

President, Peter Henderson & Company

**I**N a time when business consolidates and expands itself in linkages of organization, are there elements of strength yet to be found in the distinction of independence, upheld in all business relationships and advertised through the years?

"The forces of tradition still operate here," says Peter Henderson.

He speaks of the enterprise of which he is president—Peter Henderson & Company, seedsmen. And he speaks from the cumulative experience of three-quarters of a century of Hendersons, three generations of men of direct lineage who have carried forward a business name and a business reputation that are known to hundreds of thousands of customers.

#### Merger?

"Yes," says Peter Henderson, "the proposal was laid before us about a year ago. And, although negotiations did not reach the point of considering what was to be done with our business name, we decided not to merge. It seemed to us that we'd have nothing to gain—and perhaps something very valuable to lose. It seemed that any joining with other interests might affect our relations with our customers, some of whom have been on our books for thirty-five and forty years. Very likely, any such effect would have been to our detriment. For, although we sell by mail and although our customers are widely scattered, our business is uniquely personal. We aim to avoid any act that will disturb that distant, yet oddly personal, contact."

And to the Hendersons themselves, for three generations, the Henderson business has been distinctly and oddly personal. Because it has been so much a part of their lives, because the name of

the business is the name they themselves have borne and continue to bear, and because they have been and are modest men, they seldom have talked for publication.

It would be idle to deny that the business has held for them more than a trace of sentiment. But the sentiment is sincere—as sincere and as simple as the atmosphere that pervades the home of the business on Cortlandt Street, in downtown New York. There, in the general offices of the company—on the second floor, above a Henderson retail store—you find the bookkeepers on stools, working at old-fashioned "standing" desks. In the offices of the company officers, in the dark-toned paneling and wainscoting and doors, in the cross-hatched grill-work that rises above a counter in the manner of an old-time bank, you find an atmosphere like that which surrounded the original Peter Henderson, as he lived and labored so many years ago.

It was the original Henderson who made the business personal, within and without. He came from Scotland in 1842, and, in five years, having saved \$500, launched himself as a business man, a seed merchant, in Jersey City. Twenty-two years later, he moved the business to New York.

Peter Henderson was a letter-writer. Quite literally, he wanted to know his by-mail customers. He wrote thousands of letters—wrote them, for years, with a pen; for he had no secretary. Many thousands of persons wrote to him. And when he died, at the age of 77 in 1890, he had on his books customers' names to the number of more than 500,000. He was known, not merely as a business man, but as a horticulturist. To this day, his name often is mentioned when horticulturists gather.

Peter Henderson's was a name

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# AUTOMOBILE HISTORY



## PAST AND PRESENT

A look at the old volumes discloses that TOWN & COUNTRY has been identified with the automobile industry from its inception—pages and half pages containing quaint pictures of Packard, Pierce, Winton, Thomas, Oldsmobile, White, Mathewson. These are a few of the pioneers that appear in the dusty files of twenty-five years ago.

For the year 1929, TOWN & COUNTRY owes acknowledgment and appreciation to the following great producers for the largest volume of automobile advertising published in its history:

AUBURN ♦ BUICK ♦ CADILLAC ♦ CHRYSLER  
CORD ♦ CUNNINGHAM ♦ DU PONT  
FRANKLIN ♦ HISPANA SUIZA ♦ HUDSON  
ISOTTA FRASCHINI ♦ LINCOLN ♦ MARMON  
MERCEDES ♦ WARREN NASH ♦ PACKARD  
PIERCE ARROW ♦ ROLLS ROYCE ♦ STUDEBAKER  
STEARNS-KNIGHT ♦ STUTZ ♦ WILLYS-KNIGHT

# TOWN & COUNTRY

ESTABLISHED 1846

*The Stuyvesant Publications' Building*

572 Madison Avenue  
New York



to carry, forward. It passed, in the name of his business, to his two sons, Alfred and Charles; and the sons of these two—sons who are, of course, first cousins—now head the business. Peter Henderson, the president, is the son of Alfred; and Howard M. Henderson, the vice-president, is the son of Charles.

The original Peter Henderson was an advertiser—one of the first American business men to use advertising nationally. And the Henderson advertising has continued for more than a half-century. It has appeared in virtually every kind of periodical published in this country. Year after year it has appealed to garden-makers. Year after year it has offered the annual Henderson catalog. Year after year it has featured a famous trade character—the smiling old gentleman with the wheelbarrow. And the same smiling old gentleman, incidentally, has himself acquired so much of a personality that many a magazine reader believes him to be a real person—perhaps the original Peter Henderson, himself—although he really is a character wholly synthetic.

The business is personal. But it was the belief of the original Peter Henderson that even a personal business could be kept dignified. Form letters that began with such a salutation as "Dear Friend" and closed with even so remote an approach to intimacy as "Sincerely yours"—that sort of "liberty" he frowned upon. And dignity remains. But dignity need not rule out the use, as merchandising expedients, of age and prestige. Thus, in its introduction, the annual Henderson catalog calls annual attention to the age of the business and to the fact that it now is operated by the third generation of Hendersons.

And the customers remember. Frequently, in their letters to the company, they mention the age and the reputation of the Henderson institution. And their letters reveal that they look upon their transactions with the Henderson firm as something more than just business. They offer information about their

experiences with Henderson seeds; they ask advice. They write, thousands of them, as if they were writing, not to a business concern, but to a personal friend.

"In many respects," says Peter Henderson, "our business is much like any other mail-order business. Through our advertising, we get the names of prospects and then, by follow-up, we develop the prospects into customers. We seek repeat business. In every transaction, we strive to build good-will. We bend every effort to make sure that the customer is satisfied.

"But, there are features in which our business differs from other mail-order enterprises; for example, we cannot guarantee catalog descriptions, for where are we to draw the line? A very brief consideration of the responsibility involved, we believe, will be sufficient to enlighten one on the subject. In a small packet of seed the responsibility is very light, but when you reflect that the big truck gardeners use seeds in large quantities, it would be impossible for the seller of seeds to be responsible for the crop and to remain in business, unless seeds are sold at a tremendously higher price than they are at the present time. To cite an example—ten pounds of celery will easily raise sufficient plants to plant thirty acres and when the crop is ready might make a total value of \$15,000 for the crop; and the seller of the seeds would only get say \$30 for the seed, so that he would be insuring \$15,000 on a very small margin of profit.

"A single pound of seeds, divided into packages, may go to many customers in widely scattered places. And the technique of preparing the soil, planting the seed and cultivating the plot—to say nothing of the effects of climate—may vary so widely as to give widely varying results.

"Seeds are bought, not on guarantees, but on faith; and, in the buyer's philosophy they occupy a unique position. Six dollars worth of seeds may produce a crop worth thousands.

"In the production of that crop, the seed cost is the lowest item—



*Photo by Harris & Ewing, Washington, D. C.*

## "I Enjoy The Inland Printer"

recently wrote

George R. Keller, President of the United Typothetae of America, and head of the Ockford Printing Company of Detroit.

*This is his letter to J. L. Frazier, Editor:*

"Too often good work, like that which you are doing, passes without any sign of appreciation from those who owe it. I am writing to say how much I enjoy *The Inland Printer*, and I am sure you deserve every bit of the success which you are now enjoying."

An exponent of quality in printing, efficient production methods and sound business practices, *The Inland Printer* is an authority and also *the outstanding printing magazine*.

With the highest subscription rate it has the largest paid circulation in its field.

If you have a product that is or should be sold to the printing industry, you will find *The Inland Printer* gives you direct contact with the very executives and concerns you should have as customers.

## The Inland Printer

330 South Wells Street

CHICAGO, ILL.

New York Office: 1 East 42nd St.



There is always prosperity down  
in old

## *York County* *Pennsylvania*

where industry and agriculture are  
so diverse and well proportioned that  
"hard times" are known only by  
hearsay.

You can always sell goods there if  
you are wise enough to advertise in

## **THE YORK, PA. GAZETTE AND DAILY**

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which covers this trading unit com-  
pletely and intensively.

We urge you to investigate.

**HOWLAND & HOWLAND**  
*National Representatives*

**NEW YORK**  
393 Seventh Ave.

**CHICAGO**  
360 N. Michigan Ave.

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far lower, for instance, than the cost of labor. But the gardener feels that, of all the elements that enter the consideration, there is only one, other than weather, that he cannot himself control. He can select the ground. He can supervise the work of preparing the soil—or do the work himself. He can control the cultivation. The one element that represents the smallest outlay of cost and labor is the seed; and, despite its low cost, he looks upon it as the most important of all the elements. For it is the one for whose quality he must depend upon the integrity and the honesty and the sincerity of someone else—the house from which he buys. And it is for that reason, as we know, that thousands of buyers buy from the concern that traces back for as far as they can remember.

"Perhaps we're wrong in assuming that our business is more personal than are other businesses. Perhaps we're prejudiced. But it seems to me that the merging and mechanizing of industry has been carried too far—that business men, thinking in terms of vast distribution, are prone to lose sight of the fact that, to a great extent, buyers buy on faith. They buy, not merely a product, but a reputation. To submerge that reputation, to buy good-will and then to cheapen it by subordinating it to another reputation, or to a group of reputations, is to do violence, I believe, to customer faith."

Independent, unmerged, undisturbed by the annoyances and complexities and handicaps of "outside" control, the firm of Peter Henderson & Company carries on. And the smiling old gentleman with the wheelbarrow, the old gentleman who came into being quite by accident and has become a symbol—perhaps his wheel-track, stretching in a straight-line, independent course across the years, perhaps even his humble wheel-track is a trail that other business enterprises well may follow.

The American Fabrics Company, Bridgeport, Conn., laces and trimmings, has appointed The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency, to direct its advertising.

## Savage Arms Acquires Fox Gun Company

The Savage Arms Corporation, Utica, N. Y., has purchased the shotgun business of the A. H. Fox Gun Company, Philadelphia. Arrangements will be made for the immediate transfer to Utica of the entire shotgun manufacturing equipment of the Fox Company which will be operated as a unit. Many of the Fox manufacturing personnel will be transferred to Utica. The Stevens Arms Corporation, Chicopee Falls, Mass., owned and operated by the Savage company, will continue to manufacture Stevens shotguns and rifles.

W. D. Higgins has been appointed promotional sales manager of the Savage-Stevens sales organization. He will have charge of sales promotion of the Savage, Stevens and Fox lines. T. L. Hopkins, arms sales manager, will continue to have general supervision over all arms sales activities.

## K. N. Ford, Mid-West Manager, "Radio"

K. N. Ford, formerly editor and publisher of the *Radio Blue Book Magazine* and the *Southern California Broadcast Weekly*, and, more recently, general traveling field representative for *Radio*, San Francisco, has been appointed Mid-west manager of *Radio*. His headquarters will be at Chicago.

## H. O. Anderson to Manage Rockbestos Sales

H. O. Anderson, formerly a special sales engineer for the Rockbestos Products Corporation, New Haven, Conn., asbestos insulated wires and cables, has been appointed sales manager of that company.

## Appoints Fisher-Wilson Agency

The International Chemical Company of Philadelphia has appointed the Fisher-Wilson Advertising Agency, of that city, to direct its advertising account. The account will be contacted from the Fisher-Wilson Philadelphia office but will also be serviced on merchandising work from the agency's St. Louis office.

## G. M. Bissell with Price Flavoring Extract Company

George M. Bissell, for the last four years national advertising director of the *Chain Store Manager*, Los Angeles, has been appointed sales promotion manager of the Price Flavoring Extract Company, Chicago, Dr. Price's extracts.

## Appoints Freeze-Vogel-Crawford

The Motor Power Equipment Company, St. Paul, has appointed Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account.

An Eastman Market Survey Report is not often a bare recital of discovered facts, but is usually a group of concise, well-defined recommendations—on selling policies, organization and methods—not submitted on our own authority or experience, but upon the unchallengeable authority and experience of those who constitute the market you are endeavoring to serve.

**R. O. EASTMAN  
Incorporated**

113 West 42nd Street - - New York  
360 North Michigan Ave. - Chicago

**RETOUCHING  
SPECIALISTS**

**BLACK  
AND  
WHITE  
•  
COLOR**

**ADDA AND  
KUENSTLER  
STUDIOS**

**70 E. 45 • NEW YORK  
Murray Hill 9237**

**Apples  
Now Sold in One Dozen  
Package**

Wenatchee District Co-operative Association Now Packs Twelve Jim Hill Apples in a Box in Order to Meet the Conditions of Modern Consumer Buying Habits

**S**MALL apartments and modern living customs have doomed the family apple barrel. To meet the needs of the day, growers of "Jim Hill" apples in Wenatchee, Wash., have devised a new distribution system. These apples are now packed in small pasteboard boxes each containing twelve apples, all wrapped in tissue with the Jim Hill trade-mark.

The new packaging plan makes use of a three-color display carton for the "extra fancy" apples singled out for the new plan of the Wenatchee District Co-operative Association. The bright red delicious apple on the top cover of the carton is a "cut-out" and is made to be folded back in the window display of these apples.

Sizes packed in the new containers are those from 72's to 113's, which are best for eating fresh. Other sizes and grades of course are still packed in the usual boxes as heretofore, but the pick of the crop is carefully wrapped and given the "twice over" in the form of a double inspection, so that the apples which are sold in dozen lots will be as perfect as Nature can grow them, and have a "class appeal" to women in apartment houses.

The apples sold under brand-name "Jim Hill," commemorating a Northwest pioneer, are grown by over 400 growers over an area of more than 7,500 acres in extent, and enjoy not only distribution into every State of the Union, but in many foreign countries.

In securing national distribution for the new dozen package the growers have allowed for a wider margin of profit for the grocer, so that sales will be more attractive to him, and he will assist in

# RATE INCREASE

**Effective January 16, 1930, the following increased rates will apply for advertising space in LIFE:**

Per agate line . . . . .	\$ 2.50
Full Page . . . . .	1000.00
Half Page . . . . .	500.00
Quarter Page . . . . .	255.00
Single Column . . . . .	335.00
Double Column . . . . .	670.00

**Preferred positions—per page:**

Second and third covers	
four colors . . . . .	\$1650.00
two colors . . . . .	1400.00
Inserts, four colors . . . . .	1650.00
Inserts, two colors . . . . .	1400.00
Fourth cover, four colors	
only . . . . .	2350.00
Reading notices, per line	3.50

LIFE will continue to offer the advertiser in 1930 a **MOST ECONOMICAL** method of distributing his advertising message to an Enjoyment of Living market.

# LIFE

EDWARD DUNNING  
ADVERTISING MANAGER

*Tell Them!*  
**50,000  
SUBSCRIBERS**

*Style Sources  
Women's Wear Daily*

**150,000  
READERS**

*Sell Them!*

New York  
8 East 13<sup>th</sup> Street.

From  
composing room to bindery  
the House of Fierstine is  
devoted to the production  
of BETTER printing. The  
simplest leaflet or the most  
intricate catalog in FULL  
COLOR deserves the fine  
workmanship our modern  
equipment and efficient  
organization can give it.

**FIERSTINE  
PRINTING HOUSE  
UTICA, N.Y.**

the distribution and furthering of  
this new way to sell the fruit.

Retailers are delighted with the  
convenience of the package. Clerks  
have been hard on boxed apples.  
They have opened them wrong by  
taking off the tops of the boxes  
inexpertly and hurriedly. Often  
they bruise the apples, which start  
to spoil as soon as injured. Unless  
such a box is turned over to the  
consumer right away, the  
grocer has spoilage to deal with.  
One rotten apple will quickly spoil  
a whole crate.

Furthermore, distribution through  
present-day retail chains and the  
cash-and-carry groceries is gained  
by the carrying convenience of the  
new twelve-in-a-box set of apples.  
These, unlike the large wooden  
box, need no delivery truck, for  
they are simply tied and handed  
over the counter to the consumer,  
who herself carries them home.

#### On Publisher's Copyright

"HOSPITAL PROGRESS"

MILWAUKEE, WIS., DEC. 20, 1929.

*Editor of PRINTERS' INK:*

Your letter of December 17 relative  
to the question of the publisher's copy  
right as applied to the advertising car-  
ried in a magazine has been received.

The information contained in your  
letter answers this question in a very  
definite way, and we certainly appre-  
ciate your co-operation in providing this  
information.

The manner in which you have cov-  
ered this question is very expressive of  
the service PRINTERS' INK is rendering.

J. J. KRIELE,  
*Business Manager.*

#### W. A. Haise with Robert A. Johnston Company

Walter A. Haise, formerly copy chief  
of the Trayton H. Davis and Associates  
advertising agency, Milwaukee, has  
joined the staff of The Robert A. John-  
ston Company, biscuits and confections,  
of that city. He succeeds Willard  
Meyer, who is now with the Amity  
Leather Products Company, West Bend,  
Wis.

#### Cleveland "News" Adds to Staff

W. J. Ferry has joined the Cleveland  
*News* as assistant to Edward Daven-  
port, merchandising counselor of that  
newspaper. He was formerly advertis-  
ing manager of the Kinney & Levan  
Company, Cleveland. H. R. Jamison,  
formerly with the copy service depart-  
ment of the Chicago Tribune, has also  
joined Mr. Davenport's staff.

---

# One Swallow doesn't make a Summer

**One newspaper by no means covers New Haven.**

**More than 18,000 families not reached by any other newspaper can be influenced through the**

## New Haven Times

**The New Haven Times, a Macfadden publication, is a complete evening newspaper, fast forging ahead, both in advertising volume and in circulation.**

**New Haven's Only Evening A. B. C. Newspaper.**

## The New Haven Times

*A Macfadden Publication*

**TODD BARTON, Publisher**

**THE BECKWITH SPECIAL AGENCY, Inc.**

*National Representatives*

New York	Chicago	Philadelphia	Detroit	St. Louis	Kansas City
Atlanta		Los Angeles		San Francisco	

---

\*SAIL NOT A COURSE WITHOUT A CHART\*



## Survey of Southern Markets

The South . . . some 800,000 square miles of the varied and the unusual . . . where, to succeed, you must know your way. There are trade winds and cross winds. Harbors of profit and reefs of disaster. You cannot casually set your sails.

That is why we made the "Survey of Southern Markets." It is an accurate and factual record of the economic South, presenting, in related tabulations, its buying power, channels of distribution and advertising coverage as represented by various types of media . . . A compact and determinate volume that enables you to plot your direction with the unequivocal accuracy that means more sales and less sales costs.

So many of our friends asked us for the material that we decided to publish it in book form. It will be off the press in a few weeks. A letter or postcard will reserve a copy for you. If, after examining it, you are not convinced that it will help you to better understand the South, you may return it to us. It will cost six dollars.

**FITZGERALD ADVERTISING AGENCY**

INCORPORATED

SOUTHERN BUILDING  
NEW ORLEANS

# Does Groucho Eat to Live or Live to Eat?

A Woman Gives Her Views on Taste vs. Health as a Copy Appeal for Food Products

By Agnes Carroll Hayward

I SYMPATHIZED with Groucho in his recent article\*—wherein he is “Taken for a Ride.”

Because that reminds me—

Of once upon a time when I “sat in” on a convention. You know what I mean. A convention staged to sell an advertising campaign to visiting delegates.

The subject was apples. And what a lot of applesauce was made out of it!

The slogan presented was, “Apples for Health.” Highly original—almost as much so as “teeth” and “smiles.”

I sat and listened and listened—me a mere woman who wasn’t supposed to have anything to say anyway. But what a kick I did get out of it!

Now I like apples. Many a pair of stockings did I ruin in my early youth shinning up trees to swipe apples that I knew darned well weren’t filled with health!

I didn’t eat them for health then—and I don’t now. I eat them for the simple reason that they taste good—and I wouldn’t eat them if they didn’t.

Now the first sale of an apple was made under false pretenses. The selling campaign was based on “curiosity appeal” and the purchase price, as it turned out, was the Garden of Eden.

Eve sold part of that apple to Adam—so we are told. His alibi—the first masculine one on record—was: “The woman did tempt me!”

From which we might gather that Eve did not tell Adam that the apple would make him smile, would preserve his teeth, that it contained vitamins, would counteract acidity, or what have you!

If the serpent had told Eve that the apple was good for her health,

we might all of us today be living the life of Reilly instead of being forced into bootlegging for our daily bread.

If you are one of the rabbit-minded people who eat spinach willingly, please skip this paragraph and the next.

But if you are a conscientious parent, did you ever try to tempt Willie or Wilhelmina to do their daily grazing with the honeyed words, “Eat your spinach, darling. It’s good for you?”

Did you, in your most angelic childhood, ever enjoy eating anything you were told was “good for you?”

And now that you have grown up, are you very much different?

Well, I’m not.

If I was told to eat something because it was good for me, I immediately developed a hearty dislike for the article in question. And I still do.

Was there ever a child who escaped taking castor oil, or something just as good, from the hands of a high-powered parent who used the sales argument—backed up with a hair brush—that it was “good for him?”

Did that make the aforesaid child lick his chops and cry for more? I ask you!

And ask Dad—he knows—whether he liked sulphur and molasses in the spring. That, too, was sold on the pretext—“It’s good for you!”

Making the usual allowances for strong minded people and food cranks who eat from a sense of duty and not for enjoyment, the large body of ordinary mortals eat because they like to.

What happened when Childs restaurants went spinach? The ticker told the tale that not all beef eaters are Englishmen.

And have you ever visited a

**Somewhere  
there is an  
exceptional  
COPYWRITER**

■  
Who, after reading this, will have a deep-seated hunch that this may be the job he's had his ear to the ground for. The man we need must be able to write blamed good copy, not merely good copy. He is college trained, agency experienced, and under thirty.

The man cannot afford to bluff; neither can we. Applications will be treated confidentially, so make your letter complete. And since congeniality is a factor, tell us about yourself as well as your experience.

For the right man there is an exceptional opportunity.

■  
**GOTTSCHALDT  
HUMPHREY**  
INCORPORATED  
Established 1922  
*Advertising*  
PALMER BUILDING  
ATLANTA, GA.

health-food restaurant? Wouldn't a movie man go mad with joy over the collection of "types" you find there?

Do men smoke cigarettes and other forms of the wicked weed, and patronize pay-easies because the stuff is good for them? No answer.

Men smoke because they like to, they drink because they like to, and they eat because they like to—unless they have been forced on a diet.

The average woman knows this—no matter how beautiful she may be. And so she cooks what her family *likes* to eat.

Believe me, it's enough to ask a woman to cook three meals a day for her family without asking her to sell them on the idea of eating it because "it's good for them!"

Even if she is on an eighty-day diet, a woman won't try to force her husband to fellow-martyrdom unless she's looking for a round trip ticket to Reno.

The sale of a food isn't completed when the groceries are delivered at the back door.

Because it is still up to the woman to sell these same groceries to her family.

If she succeeds, she will reorder. But it's a rare woman who will reorder foods that her family will not enjoy.

Cooking may be an art—when it's appreciated. But it turns into drudgery when the family kicks about it.

So even though a food manufacturer originates a whistling breakfast food, or a gurgle-less soup, unless his food has "It" in the way of taste, there will be heart aches and purse aches when the reorders fail to come in.

Let's get back to the old apple tree whence we started.

How should apples be sold? Wise men—aren't all advertising men wise?—talked knowingly and at length on the need of selling raw apples purely on the health appeal. An apple a day keeps down the doctor's income tax.

Maybe so. But—

Not all apples are "eating" apples. Ask your grocer for apples some day and see if he doesn't



# HERE is the Most Important MAN in his INDUSTRY

## He is the SALESMAN of the Electrical Wholesaler

He is the only human link with your dealers, contractors and industrials. He can really sell for you, or take orders for you or ignore you, according to how you develop him.

The jobber's salesman is of tremendous importance to every manufacturer who distributes through Wholesalers or Jobbers.

## How to Reach Him

It can be done through the personal magazine he reads in his home, **THE JOBBER'S SALESMAN**. Give him a monthly message of help and encouragement. Give him sales facts about your product.

Put into your advertisement what you would put into words if you could meet him face to face. **MAKE A STRONG BID FOR HIS SELLING TIME.**

**TENTH ANNIVERSARY and STATISTICAL NUMBER**  
**FEBRUARY, 1930. Forms close January 20**

*Over 4000 Salesmen—Over 1000 Executives Reached Monthly by*

## ***The JOBBER'S SALESMAN***

*Published by the*  
**ELECTRICAL TRADE PUBLISHING COMPANY**

520 North Michigan Avenue, Chicago

Also publishers of **ELECTRICAL CONTRACTING, MILL SUPPLIES and MILL SUPPLIES CATALOG AND DIRECTORY.**

come back with, "Eating or cooking?"

Sounds as if there were just two kinds of apples in the world, but if you ever visit an apple show you will find as many varieties as there are girls with Hollywood aspirations.

Delicious, Jonathans, Greenings, Grimes Golden, Tallman Sweets, Maiden Blush, Pippin, et cetera, and then some.

Will the class please tell me which are cooking and which are eating apples?

Pigs may be pigs, but certain it is that apples are not apples.

There are apples of wonderful appearance and flavor that will not cook worth a cent. Their texture—for want of a better word—is against them. Then there are apples that will make marvelous pies—yet the hardiest health fan would balk at eating them raw.

So, if you sell raw apples on a health basis, you are discriminating against certain growers in certain sections that produce "cooking" apples only.

Then, too, nearly every little ap-

ple has a season all its own. Some ripen early in the fall and will not store satisfactorily. Others are not really right for eating until winter time.

So what is a poor woman, who would like to feed apples to a healthy family, going to do?

Right here is where a marvelous amount of interesting information could be given on the subject of apples, the various kinds, what they are best for and in what sections they can be procured.

Of course, this would mean marketing by name and perhaps by areas, but that isn't much of a trick.

Then, women should be taught how to use apples in cooking.

Your average housewife will tell you she uses them four ways—in pies, dumplings, apple sauce and for baking.

Yet there are at least fifteen different ways of using apples in pie, every one of them mighty good to eat, inexpensive and easy to prepare.

And there are literally hundreds of other ways in which apples may

THE PUBLISHERS OF  
**LA PATRIE, MONTREAL**  
 "CANADA'S MOST INFLUENTIAL FRENCH NEWSPAPER"  
 TAKE PLEASURE IN  
 ANNOUNCING THE APPOINTMENT  
 OF  
**LORENZEN AND THOMPSON,**  
 INCORPORATED  
 AS THEIR SPECIAL  
 REPRESENTATIVES  
 IN THE  
 UNITED STATES  
**EFFECTIVE JANUARY 1ST, 1930**

MONTREAL, CAN., JANUARY, 1930

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# CLEVELAND PLAIN DEALER

(Largest Morning and Sunday Circulation in Ohio)



## ANNOUNCES • APPOINTMENT OF • **JOSEPH F. KELLY** ADVERTISING MANAGER

(EFFECTIVE JAN. 1st, 1930)

•

### REPRESENTATIVES:

**John B. Woodward, Inc.**

Chicago	Detroit
New York	Cincinnati
Kansas City	

**R. J. Bidwell Company**  
San Francisco

Jan. 2, 1930

Jan. 2, 1930



# Announcing

## *Recordings by —*



**Talent by William Morris Agency**

— INC. —

EFFECTIVE on January 1, 1930, arrangements were made whereby all records or discs of the 16-inch diameter type will be made for us by the Columbia Phonograph Company. This insures perfect reproduction and eliminates the question of chance. All records or discs used through or by the Bureau of Broadcasting will henceforth be "fool proof."

*Production of discs or records will be under the direction of the newly created production department of the Bureau of Broadcasting. Henry V. Walker, Mgr. Address 1560 Broadway, New York City.*

*The National Broadcast Authority*

**BUREAU OF BROADCASTING Radio Digest**

CHICAGO  
A. T. Sears & Son  
122 So. Michigan Ave.

**E. C. RAYNER, Pres.**  
— CHICAGO —  
Established 1926

NEW YORK  
George Ingraham  
33 West 42nd St.  
Lackawanna—2281-2

be used—salads, apple fritters, jellies, puddings, and again, et cetera.

The right sort of an educational campaign could easily increase the sale of cooking—and eating—apples many times over.

As for eating apples, wouldn't you rather be reminded of the licking good apples that used to grow in your neighbor's orchard than to be told to eat them because they are "good for you?"

If there is any food that lends itself more readily to the appetite appeal than an apple, I can't think of it just now. Why put it into the patent medicine class?

There's no real harm in putting in a secondary appeal on the health basis, but soft pedal it!

Oranges may help to correct acidosis, but you'll notice that the orange growers aren't overlooking the fact that their product is mighty good and easy to take.

Shakespeare hit a home run when he said: "It were easier to tell twenty what were good to be done, than to be one of the twenty to follow thine own instructions." Or words to that effect.

Food faddists may come and go, but Main Street continues on its three-meal-a-day schedule with unceasing regularity. And Main Street does more buying than Fifth Avenue.

The old appetite appeal—the "taste" appeal on which Groucho and his client compromised for the sale of a breakfast food—may be frightfully commonplace, but so are three meals a day.

Monotony is the slayer of enthusiasm. Getting three meals a day is just about the most monotonous task ever invented.

So if the bright advertising man adds insult to injury by asking Mrs. Housewife to turn quack doctor and sell her cooking to her family on the "it's good for you" basis, well—he never kept house, that's all!

When we can invent a way out of three meals a day, then perhaps we can originate new and startling food appeals.

Until then?

Why didn't I crash the gate and spill the apples at the convention? Don't be silly! I'm just a woman.

## A Big Opportunity For a Man who Knows Food Merchandising

**I**F you have sold foods either as a manufacturer's or jobber's representative . . .

if you know retail food merchandising and can write sales promotion bulletins and house organs that ring the bell with result-producing ideas . . .

one of the most progressive 4A agencies in the Middle West has an opening for a seasoned man.

The man selected will be given every opportunity to travel "in the field" . . . work with salesmen . . . and study their selling methods . . . searching for ideas that "click".

This man will also be given thorough co-operation of our staff of food advertising and merchandising specialists.

A rare opportunity for the man who qualifies.

In applying state in detail your education, experience, hobbies, married or single, salary expected, etc. Also encloses small photograph.

"A," Box 280, Printers' Ink

## The History of Advertising

THE HOMER MCKEE COMPANY, INC.  
INDIANAPOLIS, IND.

*Editor of PRINTERS' INK:*

The writer would appreciate your sending any material you may have for distribution on the history of advertising development in this country. If this information is not available, perhaps you can refer me to the most helpful books and works on this subject.

Thank you.

EVAN E. STEGER, JR.

WHILE there have been many books written dealing with various phases of advertising, there is only one book covering the subject from the earliest time down to the present. That work is Frank Presbrey's "The History and Development of Advertising," published in June, 1929, by Doubleday, Doran & Company, Garden City, L. I., New York.

A book that gives an excellent picture of advertising conditions covering the period 1865 to 1905 is "Forty Years an Advertising Agent," by George Presbrey Rowell, the founder of PRINTERS' INK. It is written in a most charming manner and draws a fascinating picture of the "knee-pants days of advertising."

Many articles have appeared in PRINTERS' INK and in PRINTERS' INK MONTHLY containing historical information about advertising. A list showing the titles of these articles and the issues and page numbers on which they will be found has been prepared. We will be glad to send a copy to readers.—[Ed. PRINTERS' INK.]

### E. C. Hastings, Director, United Publishers

Ernest C. Hastings, editor-in-chief of the *Dry Goods Economist* and managing director of The Hart Publications, both units of the United Business Publishers, Inc., New York, has been elected to the directorate of the United Publishers Corporation, a subsidiary of the United Business Publishers.

### Appoints Midland Agency

The Faries Manufacturing Company, Decatur, Ill., manufacturer of desk lamps and hotel supplies, has appointed The Midland Advertising Service, of that city, to direct its advertising account.

### New Accounts for Murray & Coe

Beachfire Fagots, Inc., Waverly, Mass., manufacturer of fireplace specialties, has placed its advertising account with Murray & Coe, Inc., Boston advertising agency.

F. W. Horner, Montreal, and Lynn, Mass., manufacturer of pharmaceuticals, has appointed Murray & Coe as advertising counsel.

### C. A. Blair to Join Izzard Agency

Charles A. Blair has resigned as advertising manager of the Union Electric Light and Power Company, St. Louis. He will join The Izzard Company, Seattle advertising agency, as an account executive.

### New Account for Bayless-Kerr Agency

The Columbian Vise & Manufacturing Company, Cleveland, has appointed The Bayless-Kerr Company, advertising agency, of that city, to direct its advertising account. Business papers and direct mail will be used.

### Appoints Syracuse Agency

The Diemoulding Production Company, Canastota, N. Y., has appointed Kaletski, Flack & Howard, Inc., Syracuse, N. Y., advertising agency to direct its advertising account. Business papers and sporting goods publications will be used.

### Rit Account to Henri, Hurst & McDonald

The Rit Products Corporation, Chicago, manufacturer of Instant Rit, has appointed Henri, Hurst & McDonald, Inc., advertising agency of that city, to direct its advertising account.

### To Represent St. Paul Paper

The St. Paul *Dispatch-Pioneer Press* has appointed The Kennedy Company, publishers' representative in the resort and travel field, New York, as its Eastern representative on resort and travel advertising.

### Appoints Chicago Agency

Templeton, Kenly & Company, Ltd., Chicago, manufacturer of industrial jacks, has appointed Hurja, Chase & Hooker, Inc., advertising agency of that city, to direct its advertising account. Business papers will be used.

### Grain Papers Combine

The *Grain Dealers Journal* and the *Grain World*, both published at Chicago, have been consolidated. The new combined paper will be published at Chicago semi-monthly under the direction of Charles S. Clark.

# THE ENID NEWS and EAGLE

Enid, Oklahoma

## *Appoint*

as national advertising  
representatives the

## E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

ATLANTA

DALLAS

SAN FRANCISCO

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Renell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6-00. President and Secretary, J. J. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GED. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor  
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Frederic Read	
Philip H. Erbs, Jr.	
London: Thomas Russell	

NEW YORK, JANUARY 2, 1930

We Are In Across the way  
the New the blazing heat  
Year Now of the acetylene  
glory of yesteryear. torch destroys the

Where walked the great and the proud of the mauve decade, now the hard-faced wreckers sit astride the steel skeleton and like vultures pick it clean.

And as they pull down, the owners of the property plan eighty stories, and mooring masts for Zeppelins, to scrape the sky. Before the ink has dried on their plans another group of owners a few blocks away announce another record breaker. Then their plans are dwarfed by another blueprint.

Life moves on, great plans are made, nothing stands still.

So long as men make plans based on common sense, so long as the American people keep their cour-

age and their willingness to work and plan for better things, so long as new years come along, the country will move forward, business will make sound progress, healing its own wounds, cauterizing its own infections.

The combined hopes, the efforts, and energy of a progressive people is a great power going always in one direction, uphill and onward. The occasional collapse, the intermittent breakdown, like the wreckers across the street, merely make place for a firmer and a better business edifice.

The attempts of small groups working for demoralization, the rumor mongers and the leaders of raids on business confidence, can no more stop the constructive spirit of growth than Dame Partington could sweep back the sea with her mop.

Here we have a new year to use. It doesn't look like a boom year, which is a reason for real thanksgiving.

It does look like a year of well-balanced and sound business growth by management which knows how; a year of research, new sales outlets, improved products, less "volume at any cost," more sane searching for profitable markets, eyes on the ball of business, not on the tape.

There is plenty of buying power to reward richly those companies which will sell on helpful fact presentations, not by mere pressure.

Nothing can stop the steady growth of American business except poor management and being fearful and hesitant when the times call for courage and progress.

As a year starts which will richly reward those who go ahead while others hang back, we reiterate the fact that advertising deals with a public state of mind, that more and better advertising by real leaders has always characterized a period of business uncertainty and that many a small concern with courage has become big during such a temporary period.

We are entering a year of opportunity—especially of advertising opportunity.

**Nine Purposes of Market Research** Market research may be defined briefly as the function of organizing and maintaining market information for any one of a number of purposes. The general purposes which have often been the primary reasons for a complete market research are far more numerous than is usually supposed. For example, an advertising agency has recently listed nine main purposes for market research as follows:

1. To discover and measure potentialities of increased consumption of a product.
2. To discover and describe the characteristics of what the consumers will buy, so that output, design, quality and price can be modified with advantage in sales.
3. To discover and describe new wants which new products can supply; or to furnish materials for planning the sale of new products conceived.
4. To establish standards by which the sales of the concern can be critically judged, in order to prove the necessity for improvements in general efficiency.
5. To establish standards by which sales manager and salesman can be judged and their efficiencies improved.
6. To discover and measure relative weaknesses in sales by territories, their causes and remedies.
7. To examine and compare different sales methods, in order to promote continuous progressiveness with the least speculative expenditure of money and time.
8. To examine into the real merits of advertising media, methods and services for the particular purpose of the concern.
9. To furnish comparisons, lacking both prepossession and prejudice, between the concern and its competitors, as to every point which is material to sales—that is, every point of policy which affects consumers or distributors favorably or unfavorably.

Such a listing gives a much more complete picture of what market research is so often called upon to accomplish. It offers to manage-

ment an excellent check list by means of which any industry can be looked over carefully to see whether it is measuring up to its greatest opportunities. Research for the coming year will go hand in hand with advertising to eliminate waste in selling, to keep prices in line with competition and consumer buying power, and to see that personnel is kept on its toes at all times to meet the challenge of a year when every practice, every custom and every man will be called upon to prove capability.

**Gov. Long Doesn't Like the Chains**

A grocery paper's report of a radio address given by Gov. Long of Louisiana quotes him as declaring that "the chain stores strike at the very foundation of our State and country." Without in any way trying to champion the cause of the chains, we wonder if the Governor really means that. And if so, how many thinking people does he expect will agree with him?

We imagine, for instance, that John Brandt, president of the Land O' Lakes Creameries, Inc., of Minneapolis, is among those who are ready to tell the Governor that the chains are not striking at anything unless it be inefficiency and waste in distribution and retailing. Mr. Brandt's organization is made up of 435 creameries, all owned by farmers. Farmers have done just about as much complaining as anybody; their story is familiar to everybody in the country who can read. During the last year these creameries have produced and co-operatively sold about 100,000,000 pounds of butter, and considerably more than half of it has been merchandised through the chains. Mr. Brandt tells us he believes the Land O' Lakes relationship with the chains will soon work around to a place where the farmers of the country will be able, for the first time in their lives, actually to set the price on their creamery products—a dazzling dream in which they have been indulging for twenty years. This, of course, will help the country rather than

strike at its "very foundations."

There is too much loose talk being indulged in by both sides of this chain-store controversy. During a recent radio program given by a certain large chain, it was asserted that the company, by selling its discarded packing cases instead of throwing them away, saved more than \$1,000,000 a year, "all of which we pass along to you in the form of lower prices for groceries." This statement, in a way, is almost as ridiculous as that of Gov. Long.

People are not nearly so undiscriminating these days as was formerly the case; advertising has taught them to be merchandisingly alive. Demagogic, inflammatory or wild talk is not going to appeal to them, no matter from which side of the fence it comes.

**Difference  
and  
Distinction** "But my business  
is different!" What a quaint,  
old-fashioned notion! In this enlightened age, every executive knows—for surely he has been told often enough—that no business is different. Business is a science, a system of ordered knowledge. Even advertising, youngest of business departments, is a matter of diagnosis and prescription—so some executives have been told. And still there are business men who cling to the idea that their respective enterprises are different, an idea at which the proponent of scientific management inwardly smiles, amused at its antiquity and its naïveté. And yet, is that old notion really so all-fired funny?

Half-way up the eastern shore of Lake Huron is the Ontario lake-port town of Goderich; and above Goderich, in a gully through which flows a sprightly stream, is an ancient, water-driven mill, still running as it has run for perhaps a century. And this mill produces, not flour, but cloth—bright-hued robes and blankets, woven by water power from raw, gray wool brought in by the farmers of the countryside. A textile mill in a wilderness, a weather-beaten anachronism that, with the creaky methods of olden time, fashions an accessory to the

symbol of modernity that is the motor car. What a heart-warming opportunity for some craftsman in advertising! And when—and if—he approaches that opportunity, when first he sights that age-worn, isolated little industry beside its sprightly stream, he will know in his heart that here, indeed, is a business that is different.

For contrast in examples, consider radio. As we know it today, radio is an accident, an industry that owes its existence to a distinction that was, not merely an inherent difference, but a handicap. By its pioneers, wireless telephony, radio's immediate forbear, was regarded as a medium of point-to-point communication. They conceived it as a potential competitor of the telephone, a commodity to be merchandised by the same merchandising formula. And in that direction, radio would have been fostered and forced—if it hadn't been saved by physics. For wireless differed from the telephone in one vital respect: quite literally, it hurled privacy to the horizon. Despite all efforts at curbing its scope, it insisted on broadcasting. And then the industry, recognizing that here was a difference that could be capitalized, said: "Let it broadcast—the broader the better. We'll sell a receiver to every household."

It is well for advertising to seek to establish certain truths concerning itself, its own limitations and its boundless possibilities. It is well for advertising to imbed in its earth a foundation of fundamentals. But let one of the fundamentals be this: It is the function of advertising to interpret, not to standardize, but rather to seek out that which is different and so present that difference that it becomes an element of prestige.

#### Service with a Capital "S" LITTLE CROW MILLING COMPANY WARSAW, IND.

*Editor of PRINTERS' INK:*

The writer certainly appreciates the trouble you have taken to secure copies of the articles on voluntary chains requested from you several weeks ago. These will be digested within the next few days and returned to you. This certainly is Service with a capital "S."

C. L. MAISH,  
Vice-President.

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# an example of the ACCURACY of KNIGHT CERTIFIED MARKET STUDIES

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**R**ECENTLY we made a study of the sales possibilities in a Middle-Western market for a leading manufacturer of a thousand-dollar motor car. From the results of our study we recommended appointing an additional dealer (in a certain section) and pointed out the most economical method of developing this market by advertising.

We estimated the year's sales possibilities according

to our recommendations. The manufacturer followed our recommendations.

At the end of the year they had sold just one more car than our estimate!

The services of the Knight organization are available to publishers, manufacturers, advertisers and agencies.

KNIGHT Studies have been made in over 70 American markets—your request will bring you the list.

---

*Knight Market Studies are built on PERSONAL INTERVIEWING; permanently employed Field Investigators trained in securing accurate information; machine tabulation, bonded auditors, correct analysis, complete unbiased facts.*



**EMERSON B. KNIGHT, Inc.**

*Certified Market Studies*

ARCHITECTS AND BUILDERS BUILDING, INDIANAPOLIS

# Advertising Club News

## Seattle Club Holds Past Presidents Day

The Seattle Advertising Club held its annual Past Presidents Day recently. The ex-presidents present were: R. E. Morgan, Lloyd Spencer, Tom Jones Parry, Howard Ryan, R. P. Milne, C. E. Fisher and Hugh Baird. Ray Bigelow, past president of the Pacific Advertising Clubs Association, presided. Mr. Parry, president of the club in 1924, was awarded a prize for the best three minute talk given by the past presidents on the outstanding events of importance that took place during their respective administrations.

## Philadelphia Club Raises Fund for Welfare Work

The Poor Richard Club of Philadelphia at its annual Christmas luncheon raised \$1,500 for continuing the club's welfare work throughout 1930. Harry C. Kahn, chairman of the committee, reported that the families to be helped are selected after a thorough investigation and are cared for on a permanent budget instead of through the usual Christmas baskets. The money collected was raised through auctioning off articles contributed by national advertisers.

## Greensboro Club Combines with Chamber of Commerce

The Advertising Club of Greensboro, N. C., has merged with the Chamber of Commerce of that city and will be known as The Advertising & Publicity Bureau of the Chamber of Commerce. The bureau will continue to hold monthly meetings and will be represented on the directorate of the Chamber of Commerce by three members. The three members at present on the directorate are W. H. Spradlin, A. T. Preyer and A. S. Meyers.

## To Head Financial Section of Pacific Club Group

William J. Kommers, president of the First National Trust & Savings Bank and vice-president of the Old National Bank & Union Trust Company, Spokane, has been appointed chairman of the financial advertising section of the twenty-seventh annual convention of the Pacific Coast Advertising Clubs Association, to be held at Spokane, from June 22 to 25.

## Heads Baltimore Club Departmental

R. W. Freeman was elected chairman of the Direct Mail Departmental of the Advertising Club of Baltimore at a recent meeting. Herbert Ogier was elected first vice-chairman; J. William Strobel, second vice-chairman, and Vernon Helwig, secretary.

## New York Bureau Reports Successful Year

The year 1929 has been one of the most successful in the history of New York in the curbing of fraudulent practice in the vending of securities stated James C. Auchinloss, president of the Better Business Bureau of New York City this week in summarizing the work of fighting fraud being carried on by his Bureau. The things that the authorities, Federal and State, and that the Better Business Bureau of New York City learned in their successful fight against fraud and sharp practice will be a serviceable guide to the future, he also pointed out.

Public education in sound financial practice, according to Mr. Auchinloss, has proceeded at such a rate that it is increasingly difficult to sell securities by high pressure methods.

The New York Bureau also reports successful results as follows: Tipster sheets have been practically eliminated; fraudulent sale of securities on the partial payment plan by out-and-out and quasi bucket shops has practically ceased, and the free lot system of selling real estate through fraud is almost entirely gone.

## Gale Blocki Heads Agate Club

Gale Blocki, of the Western office of *Good Housekeeping*, was elected president of the Agate Club, Chicago, at its annual meeting early this week. Other new officers are: Howard M. Keefe, the *American Magazine*, vice-president; H. W. Markward, *True Story*, secretary; H. H. Richardson, Atlantic Publications, assistant secretary, and Harry Townsend, Doubleday, Doran & Company, Inc., treasurer.

\* \* \*

## Miami Club Elects

R. J. Orkley was elected president of the Advertising Club of Miami, Fla., at a recent meeting. M. M. Neumann was elected first vice-president; J. E. Dowling, second vice-president; W. V. Jensaen, third vice-president; C. E. Albury, treasurer; A. C. Smith, secretary, and Joseph Conderman, sergeant-at-arms. Henry J. Smith is the retiring president.

## Cooper Hewitt Electric Company Changes Name

The Cooper Hewitt Electric Company, Hoboken, N. J., a subsidiary of the General Electric Company, has changed its name to the General Electric Vapor Lamp Company. The trade-mark Cooper Hewitt will be retained as the trade designation of the products manufactured by the company, which specializes in the manufacture and sale of lamps for industrial and photographic purposes. The change in name has been made to co-ordinate the company's activities more closely with the General Electric Company.

# We take pleasure in announcing the appointment of



## WARNER H. JENKINS, JR. as Vice-President of this company

FOR the past eighteen years Warner Jenkins has played a prominent part in the advertising agency work of Detroit and the Middle West.

While a member of the Power, Alexander & Jenkins Company and Mac-Manus Incorporated, he planned and wrote many national campaigns which were brilliantly successful.

He created the famous Paige slogan, "The most beautiful car in America" and produced the first authentic "style" copy in automobile advertising.

He introduced two great successes in the heating industry, Capitol Boilers and the Humphrey Radiantfire.

His mail order campaigns for the Royal Manufacturing Company and the Miller-Hoeffer Company are still models in their respective fields.

Warner Jenkins knows how to advertise a five-thousand-dollar car. He knows, quite as well, how to advertise a five-cent cigar.

That's why we are glad to welcome him as a member of this organization.

# Street & Finney, Inc.

40 WEST 40TH STREET · NEW YORK CITY

# The Little Schoolmaster's Classroom

ROLAND S. VAILE, professor of economics in the University of Minnesota (he takes considerable pride in being a member of the Class, although conducting several classes of his own), is disposed to take issue with the Schoolmaster's frequent assertion that the heads of big businesses are usually affirmatively responsive these days when asked for information about their doings.

Recently Professor Vaile had occasion to write to certain manufacturers asking for some figures having to do with their gross sales and net profits. He explained in his letter that he wanted to use the data in building up some project work for the School of Business Administration at Minnesota. One or two responded with the figures he wanted; but the others gravely told him that such things were confidential and could not be given out.

Then he bethought himself of his copy of Poor's Manual of Industries. He turned to this book and there found just the figures he wanted. He was so intrigued by this that he decided to try a little experiment. Out of the book he made a selected list of manufacturers and wrote to them asking for the very information the manual contained. But despite the fact that he carefully explained what he wanted it for, most of the responses assured him that he was asking for confidential material that could under no circumstances be released.

"After this experience," Professor Vaile relates, "I naturally got to wondering what was the matter. Was my letter of inquiry offensive? Did the manufacturers regard me as an impudent curiosity seeker? Were they too busy to write about something that did not involve direct business for them? Did they feel above co-operating with the university? Or were they merely trying to spoof me?"

It is the Schoolmaster's guess that the letters would have been

answered fully and satisfactorily had they come to the attention of officials in the firms addressed. The chances are they got to the desks of individuals of little authority.

The properly informed business executive these days knows well enough that he is not fooling his competitor in the slightest degree and is not hiding anything from him; hence he is usually more than willing to give out material which will add to the fund of general information and thus help business as a whole. In every issue of the PRINTERS' INK Publications there is ample evidence of this truth.

It is a curious commentary on human nature that no matter what happens to purchasing power, ingenuity always seems to uncover an unexpected amount of it. An incident happened in the English town of Chelmsford recently which proves the point. A retailer with a large number of medium-priced rugs discovered that unemployment in the district left him with a great many on his hands. He realized that he had good values but that it would need some unusual selling to get people to agree with him.

First of all, he redesigned his store window on the main street. Cut-outs of native rug sellers leading camels loaded with carpets were displayed and a small maiden dressed for the part completed the representation of an Eastern scene. To add a touch of atmosphere, Oriental music was broadcast from a concealed loud speaker. Most people would have called it a day and quit there, but this particular retailer introduced more reality into the scene. He hired two huge elephants, dressed them up, loaded them with rugs and also dressed up two realistic mahouts to act as chauffeurs.

Newspaper space was bought to announce the big opening on the following Saturday. Elephants were used in the newspaper adver-

## Realtors—America's Homebuilders



## MORE RESIDENTIAL BUILDING IN 1930

Last year's slowing up in building necessitates more homebuilding in 1930. Several leading cities report a shortage of homes. A government check of Chicago shows a 4% vacancy as against a normal vacancy of 10%. Cleveland also reports a residential shortage. Other cities did not build enough homes last year. America grows—and builds. Our normal residential requirements present an increasing curve. We cannot decrease our building without causing a shortage.

Selling in 1930 requires more concentrated efforts directed to the actual buyers in the residential building world—the real estate operators. They are building our homes and apartments. They know their markets and like the marketwise investor, act when others hesitate—and profit from it. Realtors know of the shortage of residential building and the normal need for homes. They will build in 1930. Direct action to Realtors will pay this year—get it through the



### NATIONAL REAL ESTATE JOURNAL



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.

# To a Proprietary Agency

this account executive-copy writer can contribute sound knowledge of the drug field gained as sales manager and agency executive on leading accounts.

Now connected, but feel that greatest field of usefulness lies with specializing agency.

Control some business, with more in prospect. Consider investment if mutually agreeable after reasonable get-acquainted period.

American, 40, married; New York only.

Address, "N," Box 130, P. I.

# Available . . . SALES AND ADVERTISING MANAGER

of Unusual Ability

Only 30 years of age—but as sales and advertising manager for a large, nationally known manufacturer this man has acquired experience and assumed responsibility which usually comes to men far beyond his years.

He is used to big problems—and he knows how to meet them in the face of modern competition. He knows men and markets. Can build, train and handle a sales organization and get real results.

He is the type of man you would like to see at the head of your sales and advertising work. A builder of sales, and a builder of good-will. Willing to go anywhere.

Address "O," Box 277  
Printers' Ink

tising and, on the day planned for the drive, the curtains were pulled aside in the window, the Oriental music started to play, the elephants, with their cargo of rugs, paraded through the streets, ending up in front of the store window. Not only were many orders obtained from natives who discovered they had money when their attention was called to values but, also, a great many passing motorists bought merchandise.

As a further tribute to the success of the plan, inquiries for the loan of the accessories were received from furnishing stores in Clacton, York, and even hard-boiled London. The idea is passed on to friends of the Schoolmaster in the rug business.

\* \* \*

The Schoolmaster gets the following bit of interesting information from Cluett, Peabody & Co., Inc. Bookings for spring shirts, according to C. R. Palmer, president, are considerably ahead of last year. More important is the fact that the company is experiencing a larger demand for higher-priced shirts than it has ever known in its corporate history.

Do people buy higher-priced merchandise when their pocketbooks are empty?

\* \* \*

The Schoolmaster looks back at Christmas advertising with less chagrin than has been his wont. Unless his observations failed him entirely, Christmas advertising displayed remarkable restraint this last season. The ruddy face of the well-known saint was not nearly so prevalent in the advertising pages as usual, and even sprigs of holly were left off a few advertisements. He saw no ice picks or cat-o-nine tails advertised as ideal Christmas gifts and he has an idea that a certain famous monkey wrench that had been forced into Santa's pack for several successive Christmases was left out in the cold this year.

However, he did find the following choice bit of text in a cedar chest advertisement and the memory of it nigh spoiled his Christmas dinner:

"... and now, Dearheart . . . I

*A New Firm Name,  
Continuing Old Ideals*

HOWLAND, OLIPHANT & MCINTYRE  
INCORPORATED  
*Advertising*

Two Park Avenue  
New York



*Combining the*

H. S. HOWLAND ADVERTISING AGENCY  
(Established 1898)

*with the*

C. J. OLIPHANT ADVERTISING AGENCY  
(Established 1916)

Thus bringing together, under one management, two seasoned advertising organizations with common ideals of service and backed by 46 years of constructive experience

*Effective January 2, 1930*

## Reader Interest Founded on Merchandising Ideas

The American Lumberman is read by foremost lumber and building material dealers everywhere because of the practical sales-creating ideas and helpful merchandising information it contains. Have you seen a copy lately?

**American Lumberman**

Est. 1873 CHICAGO A.B.C.

## A Copy Man Who's No Copycat Wants to Work for You

New ideas that are apropos. Powerful lines in logical sequence. Phrases and sentences that shine out from cold type like the North Star in the cold Arctic.

These things you want from a copyman. Here's one who can give them.

Much of his experience has been in direct mail because he has a reputation at it but publication copy is no stranger to him. He's been salesman and sales manager but advertising suits him better. In addition to considerable varied freelance work in advertising he writes for general and business magazines.

He is ready and willing to take a load of details off your mind if yours is a small agency. He's 27, a college man, and wants a permanent job where he can dig in and work hard.

Address "Q," Box 131, Printers' Ink

## AVAILABLE!

Fifteen years of broad experience in the preparation of business-producing newspaper, magazine and trade-paper advertising; also sales manuals, textbooks, etc., for some of the largest Corporations and best-known Organizations in the country. Of good appearance and address, this man is versatile, resourceful and matured. He would qualify equally well in a sales role, or in a combination of sales and advertising duties. Moderate salary requirements. Address "Z," Box 139, Printers' Ink.

Jan. 2, 1

come to that which has been in my mind for weeks . . . my Christmas gift for you. I wanted it to be something of ineffable beauty . . . with that quality which so like you, will gain in preciousness as the years roll by. I wanted it to be something you would admire and use . . . reminiscently, in after years . . . joyfully, in the Dream days of Now. And whose age-old traditions would serve only to enhance its value in your eyes. And so I have sent you . . . guess what? Something I have felt you would want for your very own. Something wholly in keeping with those dainty possessions which will find sanctuary within. Something whose lasting and protective fragrance I ask you to accept as a token of my own tender devotion. . . . A CEDAR CHEST."

\* \* \*

"Would it not be highly satisfying if one could write his message on a special pad at his desk or his bedside, and have it quickly transmitted in facsimile or otherwise on a receiving pad in the office or house of the person to whom it is addressed?"

Sounds like the dazed mutterings of a wild-eyed dreamer. As a matter of fact, it is Owen D. Young, chairman of the boards of the General Electric Company and the Radio Corporation of America talking. He made the remark before the Senate Committee on Interstate Commerce and, unless the Schoolmaster misses his guess, it means that our great communications companies have just such an aim in mind. In other words, it isn't a dream, but a goal toward which General Electric, the Radio Corporation, American Telephone and Telegraph and others are definitely aiming.

Will marvels never cease?

\* \* \*

In this same statement to the Senate committee, Mr. Young brought out an important feature of research work. He was referring to the Radio Corporation and had said this company "is not rendering a satisfactory service because there is not money enough and energy enough spent on research." He then continued:

*Announcing the Consolidation  
as of January 1st, 1930*

*of*

**UNITED ADVERTISING  
AGENCY, INC.**

*and*

**MICHAELS & HEATH,  
INC.**

*under the name*

**UNITED  
ADVERTISING  
AGENCY  
INC.**

8 WEST 40TH STREET, NEW YORK



*Officers and Directors*

Leonard Dreyfuss . . . . .	<i>Chairman</i>
Bert M. Nussbaum . . . . .	<i>President</i>
Harry C. Michaels . . . . .	<i>Treasurer</i>
Horton H. Heath . . . . .	<i>Secretary</i>
F. Garretson Mettee . . . . .	<i>Vice-President</i>
Nat C. Wildman . . . . .	<i>Vice-President</i>

Jan. 2, 1930

# WANTED

## Sales Executive: Keen, Active

Probably about 30; Expert at high-class subscription selling methods from the ground up, and at personally canvassing business men and women;—selling them the opportunity to take part in the strongest practical patriotic undertaking in America, including a most valuable publication, for very few dollars; also expert at training, teaching, and showing others how to do it, as well as the ability to establish, direct and build branch offices.

Salary, bonus, traveling expenses, and a permanent future executive connection with an influential and substantial National Corporation will be given at outset to the executive who genuinely possesses these qualifications, and has records to prove it. With any degree of success his income should reach \$7500.00 per year in a few months, and should continue to increase.

Once the initial creative work is over, the job calls for extensive traveling and organizing. Outline in writing your background of experience and qualifications, which will be held in strict confidence until after interview. Address "V," Box 134, Printers' Ink.

# I Serve

New York's leading advertising agencies with carefully selected agency-experienced men, from the junior to the highest executive. Christians, under 40, seeking new positions or alert to better themselves, should call in person before 2 P.M. for confidential consultation with Walter Lowen (formerly with Calkins & Holden), Vocational Bureau, Inc., 105 W. 40th St. (PENns 5389.) Immediate Attractive Opportunities for COPY WRITERS at \$2,500 to \$20,000. VISUALIZERS at \$3,000 to \$10,000, ETC.

## SALES MANAGER SPECIALTIES

### Tangibles — or Intangibles

If your problem is the salesman or your organization plan rather than the product or service, I can be of profit to you. I am now quite successful in my present work—have no need of finding another connection other than my desire to serve in a larger field. Should I succeed in making a new connection, I shall leave behind me a successful record of accomplishment and a solid sales organization which I have built. Negotiations and conferences about your problems and my ability to serve you must of course be confidential. Address "W," Box 136, Printers' Ink.

"Why not? Well, I think it is in part because in telegraphy the business is highly competitive. So much energy and money has to be spent in getting the message today, that it is difficult to divert money and energy to the problem of getting messages five years from today. We must remember this research business is a matter of long-range planning, and large and highly speculative expenditure. It is developing rapidly, however, even in the competitive field, and I believe we will have more of it in telegraphy, even if we leave our companies competitive, than we have had in the past."

### P. F. Berdanier, Jr., with Stuyvesant Publications

Paul F. Berdanier, Jr., formerly art director of the Wales Advertising Company, Inc., New York, and, previous to that, with the Newell-Emmett Company, Inc., advertising agency, also of New York, has joined the Stuyvesant Publications, of that city.

### Freedom Oil Appoints Burton Bigelow

The Freedom Oil Works Company, Freedom, Pa., refiner and marketer of gasoline and oil, has placed its advertising account with Burton Bigelow, Inc., Buffalo, N. Y., advertising agency. Business papers, direct mail and radio will be used.

### Harder Refrigerator Appoints Moon Agency

The Harder Refrigerator Corporation, Cobleskill, N. Y., manufacturer of Harder and McKee refrigerators, has appointed The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency, to direct its advertising account.

### American Art Works Advance C. G. Wilson

Carl G. Wilson, sales representative of the American Art Works, Inc., Cleveland, manufacturer of advertising novelties, has been promoted to manager of the Cleveland district.

### Publisher's Representative In Minneapolis & St. Paul Territory

Can handle one additional publication for 1930. Has own office and organization and well acquainted with advertisers and agencies in this prosperous, developing territory. Address

"R," Box 132, care Printers' Ink

Jan. 2,

Lydia

Lydia E

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## Lydia Pinkham Gove Replies to Dr. Cramp

LYDIA E. PINKHAM MEDICINE COMPANY  
LYNN, MASS.

*Editor of PRINTERS' INK:*

I read with interest an article on page 74 of PRINTERS' INK, November 7, 1929, issue, entitled "Dr. Cramp on Testimonials."

Dr. Cramp is willing to concede a point in favor of the other party provided that it does not place him at a disadvantage in his own particular field of endeavor. He agrees that there can be testimonials which are disinterested, sincere and honest when they relate to anything other than the alleviation or cure of human ailments.

In other words, no medical testimonials can be believed. Why? Because the "healing power of nature" would probably have been sufficient to bring about the improvement in health without resorting to the remedy referred to in the advertising.

To quote Dr. Cramp: "The tendency of the human body is usually—not always—to get well. If this were not the case, the human race would have become extinct long since."

Without questioning this statement, does Dr. Cramp believe that the human race should depend upon this tendency to get well without giving nature any assistance? We should judge not.

If John Doe should get up some morning feeling seedy and decide to make a call on his family physician, or go further and consult a specialist, and after filling a prescription and following its directions felt better, what then? Would Dr. Cramp as willingly concede the recovery to "the healing power of nature" as he would in case John Doe had bought a bottle of medicine which he had seen advertised and ascribed his recovery to it? Would it be too presumptuous, to hazard the opinion that the remedy in the one case was at least as efficacious as in the other and that the principle difference to the one concerned is probably only the monetary consideration?

In either case John Doe can only know in his heart that he feels better but unless he has consulted a doctor he is not competent to express an opinion as to whether he is really any better or not.

Quoting Dr. Cramp again: "It may take a lifetime of study of drug action for a scientist to be able to state, with any degree of assurance that a given drug is responsible for a given result."

Poor John Doe!

LYDIA PINKHAM GOVE.

## If you have real Sales Ability

A national organization specializing in locally sold newspaper campaigns with full co-operation of publishers and backing of nationally known newspaper wholesale house, is filling several openings after January 1st. Record of two million dollar sales in two years. Open to men capable of high earnings and with A-1 references only. Familiarity with weekly and small daily field valuable, but not essential.

Address "U," Box 135  
Printers' Ink

## Circulation Manager MAGAZINES

Here is a Circulation Executive who is not seeking just another job, but a field of wider action, power and income possibilities. This advertisement is an invitation to publishers for negotiation and possible connection. This advertiser is willing to discuss publishers' problems in mail-order, newsstand, agency relations and management of sales force, as well as sound financing of circulation production. Since this advertiser is employed to the complete satisfaction of his publisher, negotiations or discussion must be confidential. Prefer New York, but location not material. Address "X," Box 137, Printers' Ink.

## MIDDLE-WESTERN Representative Wanted

New controlled circulation trade paper with remarkable possibilities and powerful backing desires part-time representative in the Middle West. Excellent past record essential. Commission basis. Write, giving full details to

Philip Lukin, Vice-President  
CHARLES AUSTIN BATES, Inc.  
67 West 44th Street  
New York, N. Y.

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto.....	Montreal.....	Winnipeg.....	Vancouver.....	Hamilton.....	London, Eng.
New York Office 2152 Granbar Bldg. Thomas L. Briggs Manager for United States					

## Classified Advertisements

Rate, 75¢ a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**CHICAGO MAGAZINE REPRESENTATIVE** — now representing several A.B.C. publications can handle one additional magazine. Box 338, Printers' Ink, Chicago Office.

**Something You Know People Read.** Minds open, doors open, purses open to the good business letter. 100 facsimile typewritten letters \$1.50, 500 letters \$2.50. Carol & Co., 132 Nassau Street.

### Competent Publisher

Desires to make investment in successfully operating publication. Give full information. Box 337, Printers' Ink.

**CLASS PUBLICATION IN ONE OF THE FINEST FIELDS IS FOR SALE,** reasonably priced, because owner has other interests which demand all his time. Magazine (monthly), long established, has been money maker. Exceptional opportunity for one or two young men with moderate capital to build splendid property. Owner requests that only those able to swing a \$25,000 to \$30,000 deal, over period of two to three years, reply to Box 329, Printers' Ink.

### For Sale

Old established printing business. Now part of middle-west daily newspaper property in rapidly growing industrial center. New owners want to devote entire time to developing paper. Plant fully equipped, efficient force, open shop, low wages. Specializing catalog and other high-grade work. Volume annually \$140,000. Customers far east as Connecticut. Adequate capital essential. Box 318, P. I.

### HELP WANTED

**Wanted**—A young man as junior assistant in promotion department to create and cut cardboard display dummies. Box 325, Printers' Ink.

### PRINTING SALESMAN

Fine opportunity for man controlling \$30,000 to \$50,000 business in New York City. Small, modern plant. Two shifts, quality, competitive prices, advertising activities. Unusual follow-up and production plan permitting all time being spent on profitable sales work. Write Box 320, Printers' Ink.

**ARTIST WANTED**—We can offer a permanent position to a competent artist who has had experience with both direct mail and publication layouts. Must be fast, accurate and able to execute in art his layout with the exception of retouching or figures. Must have the ability to visualize and sketch figure suggestions where needed. To this man we offer a real opportunity. Location, Central Indiana. Engravers and Artists. Box 331, P. I.

**ROUGH SKETCH ARTIST AND VISUALIZER**—Progressive concern looking for young lady with creative ability. Must be skilled in color work as well as black and white. Give complete details and salary expected. Box 332, P. I.

### ADVERTISING MANAGERS COPY AND LAYOUT MEN

seeking opportunities register with us. Interviews and correspondence confidential. Executive Service Corp., 100 East 42nd St., N. Y. C., Ashland 6000. (Agency.)

**Christian Male**—single, not over 23, preferably Irish or Scotch, with some news writing or advertising experience, wanted as assistant to nationally known New York advertiser-writer. Job embraces every phase of advertising-publicity preparation. Schooling and contact opportunities unusual. Open Jan. 16. Send recent photo, references, salary desired, all details first letter. Box 319, P. I.

**Advertising Artist and Layout Man** in agency two hundred fifty miles from New York. Must possess these attributes, quick, skillful, visualizer ability to do finished work, agency and typographic experience. Salary to start sixty-five dollars weekly until ability and sincerity are proven. Send complete samples of work. Position open January 15, 1930. Our own staff knows of this advertisement. Box 333, Printers' Ink.

### TWO SALES PROMOTION MEN WANTED

To intensively train distributors of nationally advertised product in telephone and personal selling. Medical experience valuable. Advertising and selling experience essential. Non-Jewish only. Not over 35 years old. Salaries \$75 weekly or better—and expenses. Complete past record and earnings required. One man for Chicago office, one for New York, at once. Excellent future as manager of branches of national advertising agency in these cities. Box 336, P. I.

### A. K. OSTRANDER (Agency)

### PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

**COPY CHIEF**—32-40 years old, general agency service. \$10,000.

**SPACE SALESMAN**—Display, newspaper. \$10,000.

**SPACE SALESMAN**—Quality magazine. Salary Open.

**LITHO SALESMAN**—Salary Open.

**ASST. CIRC. MANAGER**—Newspaper. \$6,500.

**ASST. EDITOR**—Furniture experience \$5,000.

**MANAGER**—Mailing Dept. magazine \$3,000.

**POSITIONS WANTED**

**A WOMAN FREE-LANCE** desires connection with small advertiser. Experience in writing and advertising. Copy, booklets, form letters. References. Box 350, Printers' Ink.

**Young Woman** with editorial and make-up experience on a leading women's magazine wants house-organ or trade-paper position. College graduate; knows type; clever copy-writer. Box 335, P. I.

**YOUNG MAN**—26, six years' advertising and selling experience desires connection with high class publication. University graduate, trade paper and inside advertising experience. Box 349, P. I.

**ARTIST**

Modern, all mediums—Layouts, Finish. Desires Space in Agency, Studio-Free-Lance Basis; also Free-Lance work. Box 321, Printers' Ink.

**SECRETARY** to advertising executive. Familiar with newspaper advertising practice and capable handling correspondence—initiative; neat appearance and A-1 references. Box 327, Printers' Ink.

**SMALL ORGANIZATION**

with reputation unusual advertising results wishes to make connections with few additional accounts. Reasonable rates. Box 328, Printers' Ink.

**PUBLICITY**

Young woman writer and executive with diversified industrial publicity experience now available for agency or manufacturer. Box 322, Printers' Ink.

**PRODUCTION MANAGER**

27, college graduate; 5 years' experience trade-journal publishing house, write copy, layouts, knows typography, make-up. Sires unusual opportunity. Box 323, P. I.

**Advertising Manager**—Large experience advertising engineering lines—steam power plant apparatus, steel plant equipment, electrical, office equipment, automotive, agricultural. An engineer. Box 341, P. I.

**HOUSE-ORGAN EDITOR**

Desires such position offering unusual opportunities to right man. 27, college graduate, experienced in all branches of publishing field. Highly recommended. Box 324, P. I.

**VISUALIZER — ART DIRECTOR**  
Agency trained. Twelve years' experience. Young and versatile. A-1 reputation. Box 348, Printers' Ink.

**FASHION COPY WRITER**

Excellent experience, now on magazine style staff, wants free-lance advertising or publicity. Box 317, Printers' Ink.

**COPY +**

Not dashed-out ideas, but thrashed out. Not pounded-out copy, but rounded out. All-around agency man who can direct creative department and produce arresting, resultful advertising from a card to a campaign. Age 27, university graduate. Available January 15th. New York or within commuting distance. \$75 to start. Box 326, Printers' Ink.

**ADVERTISING AGENCY ACCOUNT EXECUTIVE**—Ten years' agency experience—six years as advertising manager. Also engineering and sales ability. Box 340, Printers' Ink.

**New Year**—new ideas—new activities—encouraged prosperity! Secretary-stenographer capable correspondent, possesses poise, initiative, excellent advertising background, first-hand executive assistant. Box 347, Printers' Ink.

**PASS This, If YOU Want CUB or CORRESPONDENCE SCHOOL GRAD.** Reply invited from manufacturer needing advg. man or agcy. where singularly gifted general copy man is wanted. Box 330, Printers' Ink.

**SECRETARY**—Young woman, 3½ years experience publishing line; high school education; 22 years old; thoroughly familiar with all details in publishing office. Can furnish excellent references. Minimum salary \$30. Box 334, Printers' Ink.

**Advertising Solicitor**—Age 30, Seven years' exp. on New York dailies selling local and national accounts seeks connection on publication or other good advertising proposition. Conscientious worker. Can produce results. Married. Box 345, P. I.

**Young Man** well versed in advertising with 12 years' experience in the photo-engraving business both in production and selling is desirous of connecting with advertising agency, large printer, publisher or manufacturer. Box 346, Printers' Ink.

**SALESMAN**, capable directing department, available upon reasonable notice. Thoroughly experienced, unimpeachable character and well-attested ability. Preferably Pacific Coast. Salary, commission or any combination of these. Box 342, P. I.

**Junior Account Executive**—Young woman college graduate with secretarial training. Now with Boston agency, seeks New York opening. Experienced in copy-writing, direct-mail, booklet layout, and contacting of clients. Accustomed to travel. Drives own car. Box 343, Printers' Ink.

**ILLUSTRATIVE PHOTOGRAPHER**  
Young man desires to connect with studio, agency or magazine wherein he can use his creative photographic ability to mutual advantage. Experienced in advertising and illustrative phases of photography. Box 339, Printers' Ink.

**AVAILABLE****Copy that Really SELLS**

Versatile, seasoned writer of real selling copy, plans that produce. Net results of 15 years with tough, competitive propositions in Mail Order, Straight-Line and Drugstore fields where every line of copy must prove pay-out value. Experienced general National Advertising, leading accounts; direct mail, connective, sales analysis. Prolific, rapid, studious producer; presentable layout. Fine record, high references. Can locate anywhere. Start \$7,200 with right agency or manufacturer. Address Box 344, Printers' Ink.

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# In Packing Plants—

**Who buys the  
heating, piping and air  
conditioning equipment?**



Is there one man—the engineer who lays out the systems, the contractor who installs them or the plant engineer who is in charge of their maintenance and operation—who is the "key man" for the purchase of heating, piping and air conditioning equipment in the packing plants?

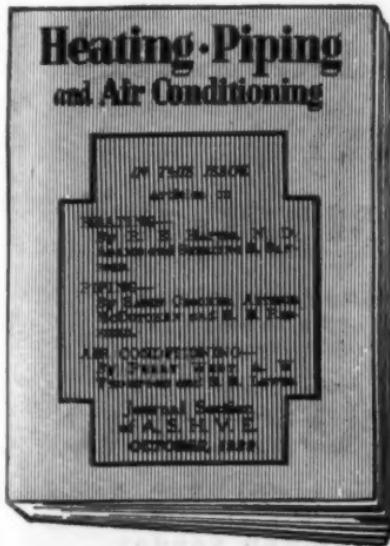
They are all "key men." The consulting engineer, or, the plant's engineering department, specifies certain material and equipment. In conference with the contractor, these specifications may be changed. If the plant engineer has not done the original laying out, his department will also be consulted before the final purchase is made and the actual work of installation begun.

Thus, the 3 Groups which form the heating, piping and air conditioning market function in packing plant construction. They act similarly in the original construction of most other classes of large or industrial building. In maintenance and extension, of course, the engineer in the plant carries on.

Reaching all three of these buying factors is possible through **HEATING, PIPING and AIR CONDITIONING**.

This publication is devoted, exclusively, to the technical needs and interests of the 3 Groups. It puts your message before them in a setting of information available to them in no other publication.

Published Monthly  
by  
**ENGINEERING PUBLICATIONS, INC.**  
1900 Prairie Avenue  
Chicago, Ill.



Jan. 2, 1930



# Tribune Town SPENDS A MILLION DOLLARS A DAY FOR AUTOMOBILES!

*Ask a Chicago Tribune advertising  
man to tell you ALL about it!*

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, November, 1929  
855,350 Daily; 1,206,989 Sunday